presstime

The Journal of the American Newspaper Publishers Association

November 1979

Jeanne Lois
Congressional Research Serv.
7101 Assessors Bldg.
Washington, DC
20018

chairman's corner

USA: Freedom insurance; USSR: Freedoms lost

The striking and still-startling contrasts between a free press and one that is government-controlled were brought home again to your ANPA Board during the recent meetings in Zurich, Berlin and Moscow. (See story, **ANPA news** section.)

In Zurich, at joint meetings with the Executive Council of FIEJ (International Federation of Newspaper Publishers), the emphasis was on preservation of press freedoms in the Free World and their enhancement in the Third World.

In West Berlin, meetings with executives of the Axel Springer publications at their magnificent headquarters overlooking the Berlin Wall spotlighted the press' determination to prevent political extremists from gaining power with which to wipe out press freedoms—and other freedoms.

In Moscow, the picture clearly and simply was one of journalists helping the government dispense "news and truth" as a commodity as the government sees fit.

Such surroundings and realities provided a proper setting for the ANPA Board to consider and approve the plan for First Amendment defense insurance for U.S. newspapers. (See story, **ANPA news** section.)

Of course, such a plan should not be necessary. There was a time when the U.S. Constitution provided all the insurance needed.

But court decisions and interpretations, and other government actions in recent years, have so severely eroded the First Amendment that a new means of defense is necessary.

At that, we are fortunate that we can insure ourselves against acts of our own government.

In the Soviet Union, no insurance or assurance of any freedom is available—for either the press or the public.

The Soviet Union is Exhibit "A" of Thomas Jefferson's warning of 200 years ago, which is engraved on a bronze plaque at the entrance to ANPA headquarters at The Newspaper Center in Reston:

"Our liberty depends on the freedom of the press, and that cannot be limited without being lost."

That is why we must pool all the financial and legal resources necessary to rescue the First Amendment, to remove the limits that have been placed on it, and to make it mean what it says, from the first word to the last.

Al Neuharth

Allen H. Neuharth
Chairman and President

ANPA

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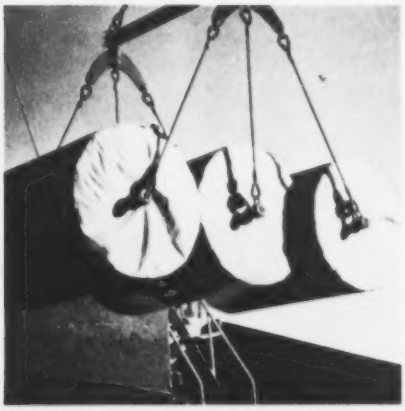

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letters

Presstime praised; some questions posed

I think **presstime** is a welcome, refreshing change! It appears to me to be well-conceived, well-organized and something I would be proud to pass on to others to read, within and without the newspaper business. Congratulations!

John F. Dille Jr.
President
Federated Media
Elkhart, Ind.

I enjoyed the first issue of **presstime.** It was a job well done. While I can understand the objection filed by Mr. Carradine [**presstime**, October, page 4] that the previous method of using specific bulletins enabled him to use the rifle shot approach to disseminating information, I, a believer in the totality concept of newspapers, feel **presstime** will give all of us a broader view of what is going on in our profession.

William Dwight Jr.
Editor and Publisher
The Transcript-Telegram
Holyoke, Mass.

Just read my first copy of **presstime.** A thoroughly professional piece of work, easy to read, excellently organized. I've torn out a couple of things for my files.

James J. Kilpatrick
Universal Press Syndicate

Just a note to tell you how much I enjoyed the first issue of **presstime.** I found several excellent articles which will be studied here for local application. You've set a very high standard for future issues.

My only nit is that I would have preferred an upper case "P" for **presstime.** At a time when our spelling, punctuation and grammar standards are going down the chute, I hate to add another coating of grease by not capitalizing the title of our publication.

Arthur E. Mayhew
Vice President and General Manager
Beaver County Times
Beaver, Pa.

Presstime is outstanding!

Richard G. Capen Jr.
Senior Vice President
Knight-Ridder Newspapers Inc.
Miami, Fla.

I have just finished . . . looking over the new **presstime.** It's a great publication and ANPA can well be proud of it.

Douglas L. Manship
Publisher
Morning Advocate and State-Times
Baton Route, La.

Presstime had an auspicious start, and it fills a gap that no other publication is doing.

The package is attractive, and there is a nice change of pace in content.

As a veteran newspaperman, I never want to miss **presstime.**

George Beebe
Associate Publisher
The Miami Herald
Miami, Fla.

I think **presstime** is a superb addition to the ANPA repertoire of activities. I was especially pleased with John Mauro's summary of the latest News Research Report. This type of article will nicely reinforce our efforts to disseminate knowledge of readership research throughout the newspaper industry.

Maxwell E. McCombs
S.I. Newhouse School of Public Communications
Syracuse University

(Editor's note: McCombs is director of the ANPA News Research Center.)

I'm impressed. **Presstime** is an excellent product. It has everything between covers and, what formerly had appeared in various publications and newsletters, is displayed for instant perusal in this new format.

Edward Hymoff
Director of Communications
Corporation for Public Broadcasting

. . . a fine job. Those of us in any one area of newspapers seldom see or understand the issues in the others. And here it is—readable and very well done.

John Geddie
Washington Bureau Chief
Dallas Morning News

Congratulations on compiling an excellent review of ANPA activities. **Presstime** will be of great service to journalism educators as well as your members.

Quintus C. Wilson
Executive Secretary
Association for Education in Journalism

The first issue of **presstime** is very interesting and complete and we enjoyed reading it.

However, we were disappointed that the San Francisco Newspaper Agency was not listed among those with computerized circulation systems. We have had such a system for over seven years and it is one of the first and most complete installed in any large newspaper operation.

Our Electronic Data Processing Director, John Hill, and his staff developed and perfected this system, and we regret that their outstanding work was not recognized in this article.

Richard W. Carpenter
President
San Francisco Newspaper Agency

(Editor's note: The presstime list of newspapers with computerized circulation systems was obtained from the International Circulation Managers Association and included the names of all newspapers which had responded to an ICMA survey on this subject earlier this year.)

Vol. 1, No. 1 of **presstime**, recently received, is just great and promises to be of great help to those who, like myself, try to keep up with the twists and turns of mass communications law.

Prof. J.A. Smith
414 Stadium
University of Florida
Gainesville, Fla.

letters

Questions content

I read your new monthly magazine, and I thought it was a good start. There's some question in my mind—as I'm sure there is in yours—as to what should be in it.

I have some qualms about highlighting stories about individuals as there are so many outstanding newspapermen and women in small, medium and large newspapers in the United States.

But the idea of consolidating is great.

James H. Ottaway
Director
Ottaway Newspapers Inc.
Campbell Hall, N.Y.

Index needed

I agree with the critics of **presstime** concerning the volume of information to digest at one setting.

If you are determined to continue with the monthly publication, consider an index which would be printed periodically (quarterly?) and be used to find articles of specific interest when needed.

John T. Ward
Circulation Manager
Asheville (N.C.) Citizen-Times
Publishing Co.

. . .the consolidation of nine separate ANPA publications into **presstime** will undoubtedly be more efficient. However, I'm deeply concerned about our continued ability to use this publication as a research document.

In the past, the bound editions of the Labor and Personnel Relations bulletins have been immensely helpful.

Unless ANPA has plans to periodically index labor and personnel relations matters and eventually to bind those articles separately, I fear a meaningful tool will be lost.

W. Scott Trundle
President
Greensboro (N.C.) Daily News
The Greensboro Record

(Editor's note: ANPA is very aware of the importance of preserving the continuity of its reporting on matters such as those previously carried in the Labor and Personnel Relations Bulletin and other Association publications. When the magazine was still in the conceptual stage, it was decided that all stories in all editions of presstime would be indexed. Preliminary work on this is under way, and a three-part index is planned: (1) a subject index; (2) an index of articles listed by the magazine section in which they appeared; and (3) an index of newspapers mentioned in presstime. Plans call for publication of the index annually, but this could be done on a more frequent basis if needed. In addition, the ANPA Labor and Personnel Relations Department maintains a separate listing of all arbitration cases. This digest is fully indexed and is available to ANPA members upon request, as are the texts of awards in all arbitration cases.)

Story not missed

In your very first edition, you have published the following inaccurate statement by senior writer David Shaw of the Los Angeles Times [**presstime**, October, page 26]:

"They just didn't see the story early enough. . . .

"That may help explain why the two daily newspapers in San Francisco—the Chronicle and the Examiner—were so late in covering the Rev. Jim Jones and the Peoples Temple."

Mr. Shaw also writes that Chronicle reporter Marshall Kilduff "began looking into" Jones and his Temple "more than 18 months before the mass suicides and murders in Guyana." but "the Chronicle told Kilduff they'd done a routine personality profile on Jones and saw no need for further stories on him," so: "Peoples Temple is a dramatic example of a missed newspaper story, '*the* unreported story in California,' as New West called it."

As a member of ANPA, may I strongly suggest that **presstime** owes it to its readers to check out the accuracy of such claims, even when they are made by senior writers for the Los Angeles Times.

. . . Carolyn Pickering of the Indianapolis Star and I began looking into this maniac (Jones) six years before Guyana—and we exposed him on the front pages of The Star and of The San Francisco Examiner in September of 1972.

The Los Angeles Times had a San Francisco bureau and was fully aware of this, since the Rev. Mr. Jones reacted to my series of front page exposes by sending 150 of his followers to picket the Examiner for two days. . . .

The San Francisco Chronicle also refused to follow up. . . .

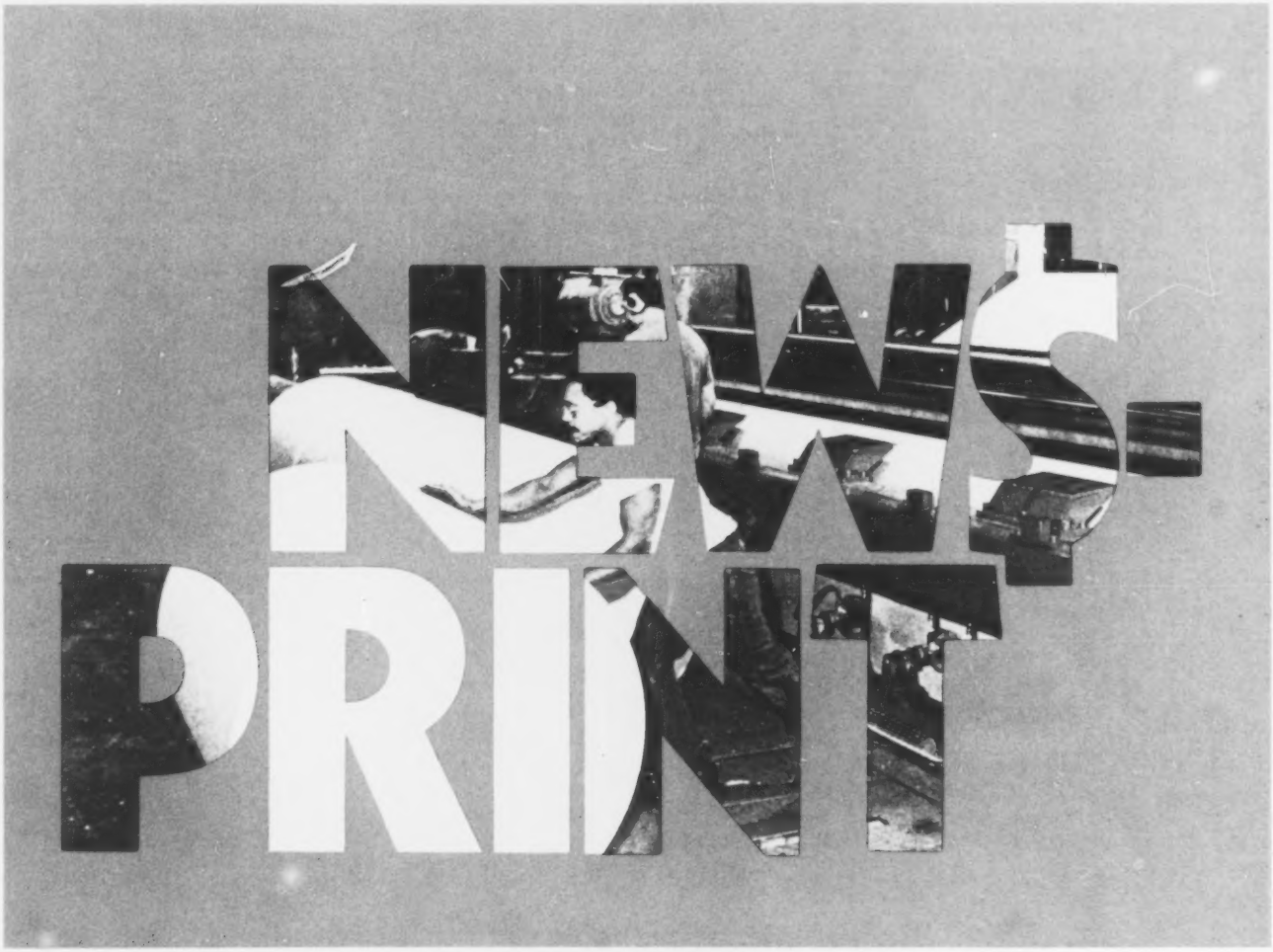
None of the big Eastern media who have correspondents on the west coast were willing to follow up, although I certainly pleaded with a number of them. . . .

With the exception of one editorial note in the Columbia Journalism Review, there is a national impression that Jones was never exposed until the New West articles of 1978.

. . .Carolyn Pickering and I recognize why there will never be any prizes or other recognition from the newspaper business, although we did receive a testimonial from 15 of the citizens of Ukiah, Calif., who risked their lives to be among our sources.

The Examiner and the New York Times have both reported the sworn affidavits of ex-Peoples Temple members who testify that the Rev. Mr. Jones planned to have me murdered. There are other writers who have been so threatened in the course of journalistic duties. And I suspect that they would join me in hoping that truth will not be murdered as well. Hence I do appreciate your setting the record straight.

Lester Kinsolving
Editor and Publisher
Washington Weekly
Washington, D.C.



Consumption growing, prices soaring, supplies troubling, contracts expiring. . .

By Margaret Genovese
presstime staff writer

One day this summer, James R. Costello, executive vice president of the Lewiston (Maine) Sun and Journal, looked at his inventory of newsprint and saw what he had known was coming but had been powerless to do anything about. He didn't have enough to put out the next day's editions. Only an emergency loan of paper from a neighboring newspaper kept the Sun and Journal publishing.

Today, the Sun and Journal are being printed partially on $630-a-ton white bond paper, and Costello has dusted off ANPA's 1974 *Special Report on Newsprint Conservation Methods* for newsprint-saving ideas he can implement.

Costello has lived the nightmare that is haunting many newspaper executives in the United States and Canada this year as they struggle with the tightest newsprint supply situation in six years.

Newsprint. Even the word poses a problem. It is imprecise. It begs for misinterpretation by the layman.

Newsprint. Is it the ink with which a newspaper is printed? Is it the type? Is it the finished product? Is it anything like George Orwell's "newspeak," or even "Newsplan"?

Whatever others might believe, publishers are only too familiar with the word and the commodity it describes, inasmuch as expenditures for it account for almost 30 percent of the total publishing costs of a medium-sized (50,000-circulation) daily newspaper.

With newsprint in tight supply and with its price escalating, it probably qualifies as publishers' number one business headache today.

Record consumption

Borrowing from the idiom of the energy shortage, the daily newspaper business in the United States could be called a newsprint "guzzler."

In the past three years, U.S. newsprint usage has risen 18.5 percent. Last year's estimated total U.S. consumption of 10,872,000 short tons set a new record. Of that total, ANPA has estimated that 77.4 percent was used by daily newspapers. (See chart, page 8.)

And indications are that consumption in 1979 is heading for another all-time high. For the first eight months of this year, ANPA has estimated total U.S. newsprint consumption at 7,303,000 short tons, up 3.7 percent over last year.

Two major factors feed newspaper consumption of newsprint: circulation and advertising. Both are on the rise. Last year, U.S. daily circulation increased for the third year in a row—to 62 million. Ad linage was up 5.3 percent, sparking an increase in the number of pages in U.S. dailies from an average of 59 in 1977 to 64 in 1978 (morning editions); 50 to 56 (evenings); and 177 to 196 (Sundays).

The rub comes in the ability of manufacturers to meet this ever-growing demand for newsprint.

According to Warren P. Woodworth, senior vice president of the International Paper Co., North America's second largest newsprint manufacturer, there is consumption, and there is **consumption.**

He calls the growth of newsprint consumption in the United States in the past several years "startling."

"If you go back and review newsprint-consumption growth over the past 30 years, there are few periods in which consumption has increased at rates approaching the current period. . . . Normally, newsprint consumption grows yearly about 2.75 percent. Recently, growth has been at an extremely high rate, more than double the historical rates," he notes.

"The newsprint industry has demonstrated an ability to plan for and accommodate normal growth," Woodworth claims. "It is not as well able in *most cases* to respond to abnormal growth. I say most cases because if the capacity for production is already there and underutilized, the response to rising demand is rather positive . . . . If capacity is not in place, to adjust this takes time—two years for speed-up projects and three to four years for a mill."

Last year, Canadian mills operated at 98 percent of capacity and produced 9,713,000 short tons of newsprint. U.S. mills ran at 91 percent of capacity, producing 3,678,000 short tons. The papermaking industry, therefore, seems to be squeezing every ton of newsprint it can out of existing machinery. Increased capacity is on the way. But, as Woodworth explained, the process takes time—and money.

The American Paper Institute reports it costs approximately $300,000 per-daily-ton to construct new newsprint-producing facilities. For example, the North Pacific Paper Co.'s mill that became operational this year in Longview, Wash., with a 570-ton-a-day capacity, carried a price tag of about $170 million (570 x $300,000).

Obviously, newsprint manufacturers are more apt to invest in capital improvements when demand and prices are high. And with consumption at record levels and the supply line taut, there is no doubt that it is a seller's market today. Prices reflect that.

Additional newsprint stories:

- **Newsprint testing**
  See technology section, pp. 44-51
- **Mill contract expirations**
  See newsprint section, pp. 55-58

Newsprint prices

Until the early 1970s, newsprint prices were remarkably stable: They grew only about $30 a ton between 1957 and 1972. Since then, however, prices have skyrocketed. Many manufacturers implemented the latest in a long series of price hikes on Oct. 1 and Nov. 1—to $375 a short ton, in most cases. Others have announced they will do so in the weeks ahead. (See chart, page 8.)

For Canadian manufacturers, revenues generated by these premium prices have been swelled by the increased value of the U.S. dollar versus the Canadian dollar—from 97 cents in 1974 to $1.16 this year, a difference of almost 20 percent.

In its 1978 annual report, Abitibi Paper Co. Ltd. reported that the resurgence of the U.S. dollar accounted for 52.8 percent of its earnings that year.

"It is clear that the exchange rate has played a major role in increasing earnings and making it possible for companies to do those things they had not been able to do in the ares of cost cutting, modernization and expansion programs," Canadian Pulp and Paper Association spokesman Thomas L. Babinski acknowledges.

Government is also providing an assist for Canadian manufacturers who are looking to finance improvements.

The government in Quebec announced this summer that it was willing to finance half the cost of expanding newsprint capacity in that province, but so far, no one has taken advantage of the offer, which involves paying back the government's loan through a royalty and profit-sharing arrangement.

In its annual capacity survey, released in September, CPPA estimated that the growth in Canadian newsprint capacity will be 2 percent a year for the next three years. U.S. annual growth is estimated at three times that rate, at 6.6 percent. In fact, since 1950, the U.S. share of the production of newsprint consumed domestically has more than doubled, from 17 percent to 35 percent in 1978.

Next year, newsprint consumers can look forward to an increase in U.S. production capacity of some 445,000 short tons, according to API. The Bear Island Paper Co. mill at Doswell, Va., a joint venture of Dow Jones & Co. Inc., The Washington Post Co. and Brant-Allen Industries, is scheduled to begin production. Also, a new machine will be put into operation at the Boise-Price Southern Newsprint Corp.'s DeRidder, La., mill.

CPPA reports Canadian capacity will increase approximately 110,000 short tons in 1980 with machine improvements at existing mills.

Overall, North American capacity will increase 3.9 percent in 1980 to 14,764,000 short tons, API estimates.

John C. Davis, senior vice president/newsprint for Bowater Southern Paper Corp., says the increased capacity signifies "a certain amount of light at the end of the tunnel" for publishers struggling with tight supplies.

However, the trend is not exclusively to increased newsprint capacity as evidenced by the Georgia-Pacific Corp.'s decision to stop producing newsprint entirely. In April of this year, the company converted the newsprint machine at its Woodland, Maine, mill to production of specialty papers.

At the beginning of 1979, the newsprint-supply outlook appeared tight but adequate—assuming no disruptions. There was, however, a question mark: Would the anticipated economic slowdown occur and reduce demand?

According to Jon G. Udell, University of Wisconsin economist and consultant to ANPA on newsprint matters, in recent years newsprint consumption has expanded at a faster rate than the economy. "That, apparently, is continuing to hold true," Udell reports. "The growth in consumption has slowed in recent months," he notes, "but this may be due to inadequate supply rather than to demand factors." (See story, page 13.)

Mill strikes have managed to eliminate what little margin there was in estimated capacity over anticipated demand.

Strikes begun in 1978 continued into 1979 at five mills in the western United States and Canada, and some were not quickly resolved.

By the time the 1978 strikes finally were settled this year, workers had walked off the job elsewhere. At press time, however, only the dispute at MacMillan Rothesay Ltd.'s mill in St. John, New Brunswick, continued, and it appeared close to settlement.

ANPA estimates that 335,000 short tons of newsprint in the United States and Canada were lost to strike activity in the first nine months of this year.

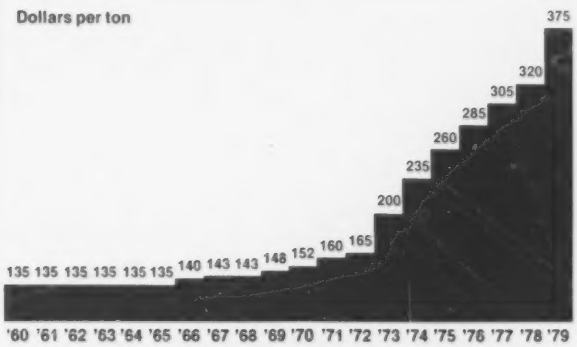
(For the most part, however, newsprint consumers have been blessed this year by relatively minor occurrences of the other types of incidents which can wreak havoc on the newsprint delivery system, such as transportation strikes, bad weather, fuel cutbacks and boxcar shortages. This contrasts with 1973, the year of the last severe newsprint shortage, when transportation difficulties, in the form of a 10-day Canadian rail strike, exacerbated problems caused by mill strikes.)

The strikes at newsprint mills this year have put additional pressure on the rest of the newsprint industry and on the newspaper business it supplies.

Guy Dufresne, vice president for marketing for Consolidated-Bathurst Inc.'s

Newsprint Prices

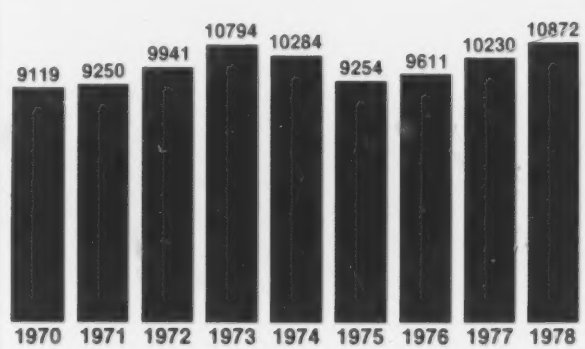
General Newsprint
Prices In The Eastern U.S.[1]
1960-1979



[1]Prices through 1973 are for 32-pound newsprint; thereafter, 30-pound. Prices cited were in effect at end of year.

Newsprint Consumption

1970-1978
30-pound basis weight
Millions of short tons



Pulp and Paper Group, puts it this way: "Let's face it, most publishers in Canada or the United States are normally buying from more than one supplier. When one of the suppliers cannot deliver, what would you do if you were in their shoes? You would go to the other sources and try to get tonnage, or new sources."

The result? Dufresne likened it to one more drop of water being added to a full glass, "something has to give."

Industry sources report that what has "given" have been supplier and consumer inventories. Delays in deliveries have become chronic.

According to ANPA estimates, publishers' stocks on hand for the first eight months of this year averaged 10 days fewer than for the same period last year. The most severely depleted stocks were reported during the months of April and May, when the average was 26 days. An inventory of 35-40 days is considered desirable.

Late in the summer, pressures began to grow to rebuild inventories in anticipation of the fourth quarter's traditionally high newsprint consumption.

Some continue to look on the horizon for an economic slump early in 1980 that will soften newsprint demand and, thus, put some slack back into the supply line. However, one publisher who has experienced more than his share of supply problems this year offered this advice for his colleagues: conserve, don't concentrate tonnage with one or two suppliers, and pray there are no strikes.

In 1980, the potential for supply disruptions from mill strikes is enormous. Labor contracts are scheduled to expire at 33 Canadian and 13 U.S. newsprint mills. They account for 79 percent (11.2 million short tons), of this year's total North American capacity. (See list, page 55.)

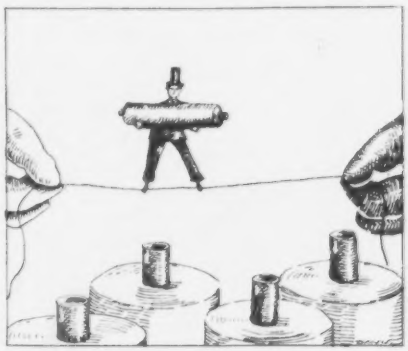
ANPA activities

ANPA, through its Newsprint/Traffic Department, monitors newsprint-mill labor situations and many other factors that affect newsprint availability.

In fact, newsprint matters have been a major concern for ANPA from its earliest days; a report of the Association's challenge to a tariff on imported, groundwood pulp is found in records of its 1893 convention, when ANPA was six years old.

ANPA's six-person Newsprint/Traffic Department is under the direction of Manager Joseph F. Prendergast Jr. One key objective of his staff is "to ensure publishers an adequate supply of newsprint at a fair price," he says.

The voluminous information compiled and analyzed by his department is highly valued not only among publishers, but also among officials in the newsprint manufacturing industry. As a new service, the department has just begun stratifying its daily-newspaper, newsprint-consumption statistics by region and circulation size.



Susan Davis

The second area of responsibility for the department is traffic matters—primarily the shipment of newsprint by rail, truck and ship. The vast majority goes by rail.

The department keeps close tabs on carriers' freight rates and on rules and regulations that may adversely affect publishers. It also keeps members abreast of transportation labor strife and negotiations.

Currently, the department is expanding its reporting on transportation labor developments and has undertaken a study of contract-expiration dates of freight carriers. Results of this study will appear in a future edition of **presstime.**

In addition, the ANPA Traffic Committee is monitoring congressional legislation on railroad and trucking deregulation which could affect the transportation and price of newsprint.

For some newspapers—and in some areas of the country—the effect of this year's tight newsprint market has been greater than for others.

Gannett Co. Inc., which will consume 450,000 tons of newsprint this year, has 26 different suppliers for its 78 daily newspapers.

According to William Metzfield, president of Empire Newspaper Supply Corp., purchasing entity for Gannett, newsprint is centrally purchased and can be shuffled across the country to keep inventories at regular levels throughout the Gannett group. He said conservation methods are being employed at the direction of individual publishers.

The Sun and Journal in Lewiston, Maine, by contrast, contract with only three suppliers for the approximately 3,600 tons of newsprint used each year.

When Georgia-Pacific stopped producing newsprint in April, the Lewiston newspapers suddenly found themselves deprived of about half of their requirements. In mid-summer, they ran out of paper. They were forced to borrow from Foster's Democrat of Dover, N.H., and to purchase expensive 25-pound white bond paper, which is being used in rotation with newsprint. Organized or informal newsprint sharing has helped other newspapers over difficult periods, too.

Conservation

Newsprint-saving measures implemented during the last shortage saved an estimated 459,000 short tons in 1974-75. In light of today's tight market, many newspapers are taking another, closer look at newsprint conservation. And to assist in this effort, ANPA is updating its *Special Report On Newsprint Conservation Methods.*

The South Middlesex News of Framingham, Mass., like other New England newspapers, was hit with the double whammy in April, losing deliveries from both Georgia-Pacific and MacMillan Rothesay. It had to take some dramatic steps to conserve newsprint.

The News went to a tabloid format on weekends and holidays when Publisher William B. Parry was able to buy a quantity of 14 1/2-inch paper, allowing him to save his 29-inch newsprint for weekday

publication. The News also reduced its newshole, eliminated its community calendar page, dropped its type size from 9-point on 10 to 8 1/2-point on 9 1/2, stopped running as much color to cut down on press waste and curtailed commercial printing.

Always on the lookout to refine its newsprint conservation techniques, the Los Angeles Times offered cash incentives to obtain employees' suggestions on how to save newsprint. "As one of the largest users in the country, small savings are multiplied many times over," says David Milford, director of the project for the Times.

The foreign connection

The great paper chase has forced some newspapers to look to the spot or foreign market for newsprint selling at premium prices.

This year, for the first time since 1976, the U.S. Census Bureau has recorded the importation of newsprint from overseas.

For the first seven months of this year, 91,826 tons of newsprint were imported from Finland, Italy, Japan, Norway, South Africa and Sweden, the bureau reported. The preliminary report for August showed 7,719 tons imported and the addition of Belgium as a source of newsprint for U.S. users.

When The Boston Globe found itself down from its desired five-to-six-weeks supply to only a one-week reserve in July and August, Vice President and Business Manager David Stanger found it helps to have a foreign connection.

"We happen to have a retired editor here who lived in Europe for many years. He put us in touch with a supplier in Italy," Stanger says. The Globe purchased 4,000 tons of what Stanger describes as "the finest newsprint we've ever printed on" from Italy. Stanger declined to disclose the price paid for the Italian paper, saying only that it was "terribly expensive."

The Arizona Republic and The Phoenix Gazette have been feeling the supply pinch since last year. According to Associate Publisher and General Manager Darrow Tully, stocks on hand have dipped as low as nine days, and he has not had more than a 21-day supply all year. The newspapers have taken steps to conserve newsprint and have entered into long-term contracts for newsprint manufactured a continent and an ocean away—in Scandinavia.

"We are growing in both linage and circulation," Tully says. "If I am going to be able to meet that expansion potential, I have to have paper.

"We went to Sweden, Finland and Norway and negotiated directly with the principals," he says. The price-per-ton for the imported product averages $505 by the time it arrives in Phoenix.

There is a tendency to think that because the basic paper-making process remains the same, there has been little innovation in the newsprint industry.

John C. Waugh, vice president of the Newsprint Information Committee, complains: "There are people who have said that the newsprint-making machine is the same as the one the Fourdrinier brothers developed. That's like saying today's jets are the same as the plane the Wright brothers flew."

And, indeed, the newsprint industry continues to build on its standard process whereby wood pulp and chemical pulp are mixed, conveyed at high speed over a wire mesh, and sucked, pressed and heated into a sheet of paper to be smoothed and cut to size.

Among the most recent, major innovations have been the extensive use of computers in all facets of the industry, and of thermomechanical pulping, a procedure by which wood chips are subjected to heat and pressure before being ground in order to make a stronger pulp. In addition, newsprint is now being made by reprocessing old newspapers, and substitutes for wood in the papermaking process are being investigated.

But however newsprint is produced in the future, and whatever ingredients go into the mix, and despite some futurists' predictions of the demise of the printed word, one thing is for sure. Newspaper publishers will continue to rely on some form of newsprint in getting news and advertising to their readers for a long time to come. □

"Shoe" **By Jeff MacNelly**

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Kenaf reaches testing stage

By Donald N. Soldwedel

Kenaf (*Hibiscus Cannabinus*)—a fast-growing, high-yield, non-wood, fibrous plant—long has been viewed as one of several possible pulp substitutes in newsprint.

When the newsprint supply was generally adequate and prices were relatively stable, the search for a wood substitute was less than frantic. Today, the price and supply situations are drastically different, and the once-leisurely consideration of a pulp supplement is rapidly taking on the look of a high-priority pursuit.

Soldwedel, publisher of the Yuma (Ariz.) Daily Sun, is an ANPA Director and chairman of the ANPA Newsprint Committee. As chief mover of ANPA's effort to discover and develop the full potential of kenaf, he prevailed upon a Yuma area farmer to grow 100 tons of the crop on his farmland. In four months, the kenaf grew from seed to a stalk 14-feet tall, such as this one Soldwedel is holding.

Since the report given to the ANPA Production Management Conference in Las Vegas in June, there's been a great deal of publicity regarding kenaf in the trade press and on the news wires.

At least 100 letters have been received from individuals and companies wanting to know more about planting, harvesting and the ultimate processing of kenaf.

I've tried to respond to each of them and now will bring you current on the project.

We—the ANPA Newsprint Committee and the newsprint company that has agreed to conduct a test-run production of kenaf newsprint—have had numerous difficulties in complying with various requirements of the mill test, some of which appeared at times to be insurmountable.

It was at one of these times an article came to my attention from The Daily World about a Russian scientist who has discovered how to make paper from stones. In an effort to leave no stones unturned, we are even investigating this report.

Our original mill test was delayed because of problems in making the kenaf into cubes—1 inch by 1 inch by 2 inches—similar to alfalfa cubes used for cattle feeding. These difficulties were basically equipment problems, but they did cause the newsprint company to abort a carefully planned test period.

I'm pleased to say that we completed the kenaf cubing in Yuma around mid-September, and by the time you read this, it is possible that the newsprint mill test will have been run. If not, it will be very close to being accomplished.

The company has currently agreed to appear at the December meeting of the Newsprint Committee to give a report on its kenaf project. After that, a primary agenda item for the committee will be to determine which steps should be taken next to work with the company to bring kenaf to its fullest potential use in the industry.

ANPA will be spending approximately $50,000 on this project which looks to protect our long-range future, but even that is a truly miniscule sum in comparison to the amount being spent by the company.

What is ahead for the program?

We will have to work with farm-equipment manufacturers to urge modifications to allow easier harvesting and processing of the crop.

We also will have to assist in developing a program to grow increased acreage for the participating company, as well as for any other companies which now are showing increased interest.

The National Science Foundation recently funded a further two-year study of six crops, one of which is kenaf. We have talked with NSF officials and now plan on having representation at a university seminar in December—hopefully to influence the way in which these funds are used. We feel we know the key areas to explore in kenaf's development, and one area in which we do not need help is in growing it. As I reported to you, in Yuma we have found that you simply drop the seed and stand back.

I can assure you that the ANPA Newsprint Committee intends to continue to follow this apparently low-cost, alternative-pulp-source project to its conclusion. Results of the mill test will be published in the December or January issue of **presstime.** □

Recycling:

Half a million tons—plus are 'born again' annually

The average American, it is said, spends 15 minutes a day reading the newspaper. Then, presumably, it is discarded. Given as little as another two and a half hours, that newspaper can be turned back into usable newsprint.

It was the fate of more than half a million tons of old newspapers last year that they would be "born again" in the recycling mill.

Recycled newsprint currently amounts to about 17 percent of all newsprint *produced* in the United States and about 6 percent of all newsprint *consumed* in this country.

Recycled newsprint is a relative newcomer to the line of recycled paper products produced in the United States.

Its introduction into the market less than 20 years ago was the result of the tenacity of a man who couldn't help but have newsprint on his mind—a publisher, Richard B. Scudder of the former Newark (N.J.) Evening News. Today, the firm Scudder founded, Garden State Paper Co., is a wholly owned subsidiary of Media General Inc., which owns, or is a partner in, four of the seven newsprint recycling mills in the country.

Scudder worked in the 1950s to develop a commercially viable newsprint de-inking process, whereby enough brightness would be restored to the pulp derived from waste newspapers so it could be reused. He succeeded.

Scudder's formula is a jealously guarded company secret, although other newsprint firms have adopted other workable de-inking processes.

A newsprint shortage not unlike the recent one gave impetus to his drive to solve the de-inking riddle, Scudder says. "I remember that the Philadelphia Bulletin was being printed on brown kraft paper," he recalls.

Scudder—now Garden State's board chairman—says he believes the future promises use of a broader spectrum of waste papers in the production of recycled newsprint, and the use of "a lot less water." At present, manufacturing recycled newsprint with the Scudder de-inking process requires 15,000 gallons of water for every ton of paper produced.

The nation's first newsprint recycling mill, opened by Garden State Paper Co. in 1961, has been joined by six others. The seven mills in the United States that currently produce newsprint out of various percentages of recycled newspapers are:

- Garden State Paper Co. mills in Garfield, N.J., and Pomona, Calif. (100-percent recycled)
- Southeast Paper Co. mill near Dublin, Ga. (90-100-percent recycled)
- FSC Paper Corp. mill in Alsip, Ill. (100-percent recycled)
- Publishers' Paper Co. mills in Oregon City (8-10-percent recycled) and Newberg, Ore. (20-percent recycled)
- Southwest Forest Industries Inc. mill in Snowflake, Ariz. (40-percent recycled)

Newsprint, of course, is not the only commodity produced from waste newspapers.

According to the American Paper Institute, last year the U.S. paper industry used about 2.3 million tons of waste newspapers to produce various types of paper products; recycled newsprint, using about 550,000 tons, accounted for only one-fifth of that total. In addition, 360,000 tons of old newspapers were exported last year.

In recent years, too, manufacturers of cellulose insulation have gobbled up between 150,000 and 200,000 tons of waste newspapers.

At present, Fred Spicer of Publishers' Paper Co. reports "a lot of competition" for waste newspapers.

"We have to go farther and farther afield," he says. To feed its two mills in Oregon, Publishers' Paper must reach as far north as Seattle and as far south as San Francisco.

Garden State Paper's Garfield, N.J., mill gets its "raw material" from the same region in which it sells its finished product—from Boston to Richmond, Va.

When a truck leaves the Garfield mill with rolls of newsprint, it does not come back empty. As it delivers, it also picks up press waste and excess copies. Along the way, it also may stop to pick up old newspapers from municipal recycling centers.

At the plant, the truck backs up to a wide door and tips its load of loose newspapers onto a conveyor belt that steadily shuffles the newspapers up an incline until they drop into huge "pulpers"—20-foot-deep vats of hot water and de-inking chemicals.

And the process begins.

To describe very simply a complex procedure, the newspapers, six tons at a time, churn for 20 minutes in these blender-like "pulpers."

The resulting pulp is then cleansed of its ink and the de-inking chemicals. Although the newspapers are (or are supposed to be) meticulously sorted, all manner of debris is removed in this process—glass, sand, staples, etc.

The more conventional paper-making process takes over from here.

To keep its two Garfield papermaking machines working 24-

hours-a-day, seven days a week, Garden State Paper maintains a 4,000-ton reserve of baled newspapers at the mill, and another 60,000-70,000 tons at warehouses in the area.

Ready access to large amounts of waste newspapers is one reason recycled newsprint does not currently figure at all in the production of newsprint in Canada—which leads the world in newsprint production.

"We don't have the population centers and the density that you do in the states," one official of the Canadian Pulp and Paper Association explains. "It's expensive stuff to collect if you don't have it in highly concentrated areas."

Another deterrent is Canada's "traditional" commitment to papermaking from forest products. "Until recently, wood has traditionally been cheap and readily available," he says. "It's not so readily available now and it certainly hasn't been cheap."

For those reasons, perhaps, the official says several Canadian paper manufacturers are giving recycled newsprint a "hard look." □

Early '80s newsprint supply seen 'adequate,' barring major disruption or increased exports

By Dr. Jon G. Udell

Given the expected newsprint mill capacity expansions and the outlook for demand, newsprint supply should be adequate during the early 1980s if there are no major disruptions to supply or a significant increase of exports to other nations.

While that capsule view of the near future is on the positive side, the current newsprint supply situation remains extremely troublesome.

Indeed, it is only slightly improved from earlier this year when I reported to ANPA members that "newsprint inventories of U.S. newspapers are at their lowest level in several years, and the supply situation is very tight."

The major reason is that U.S. newsprint consumption has been advancing more rapidly than supply. In the 1975-78 period, U.S. newsprint usage rose 18.5 percent, while total North American newsprint capacity increased only 1.0 percent.

With some capacity lost due to strikes and further consumption increases in 1979, the current tight supply situation will continue for several months as newspapers strive to rebuild their inventories.

A remarkable feature of recent developments has been the vigorous growth of newsprint consumption relative to overall economic growth.

U.S. newsprint consumption usually rises less rapidly than the Real Gross National Product. During the 1975-78 period the 18.5 percent advance of newsprint usage exceeded real economic growth by 2.1 percent. Consumption growth would have been even more rapid had it not been for the tight supply situation and resulting conservation efforts by U.S. newspapers.

So far this year, newsprint consumption has continued to outpace the economy by a slight margin. During the first quarter, the Real Gross National Product increased at a meager 1.1 percent annual rate; in the second quarter, it declined 2.3 percent. U.S. newsprint consumption during these six months was up 3.5 percent over the level of a year earlier. However, consumption also has started to falter. Most of the apparent growth actually occurred in late 1978. In several recent months, seasonally-adjusted consumption figures have declined slightly. The tight capacity situation has contributed to this decline.

Looking ahead, newsprint capacity will advance fairly rapidly. Between mid-1979 and mid-1981, more than 1.5 million short tons of annual capacity are scheduled to come into production in North America. This undoubtedly will relieve the current situation unless there are major strikes in the newsprint or railroad industries.

The immediate outlook for consumption is fairly uncertain. As 1979 began, many U.S. newspapers were engaged in concerted efforts to increase both circulation and advertising linage. In some cases, these efforts were either reduced or reversed because of inadequate newsprint supply. If the apparent recession continues well into 1980, the 12 months ahead will see little, if any, growth. However, newsprint demand is not likely to stabilize until newsprint inventories are rebuilt.

In 1978, the United States consumed about 10.9 million short tons, or 9.9 million metric tons, of newsprint. Should the U.S. economy continue to hesitate, consumption for all of 1979 will be about 2 percent greater than that of last year.

In 1980, consumption will depend primarily on economic events. Economists are widely divided in their views. Many anticipate a federal tax reduction and lower interest rates which will stimulate economic growth. Others foresee worldwide economic difficulties and a long, shallow recession. A few are predicting deep recession. In any event, U.S. newspapers and newsprint consumption are likely to parallel the course of economic events.

Looking further ahead, ANPA projections indicate a demand-trend value for U.S. newsprint consumption of 12.5 million short tons in 1985. With current consumption around the 11 million-ton level, newsprint usage is now somewhat ahead of the projected trend. If consumption were to stabilize next year, it would be close to the trend value. Therefore, the 1985 trend projection of 12.5 million tons appears highly reasonable. □

Udell is ANPA economics consultant and Irwin Maier professor of business, University of Wisconsin.

- America's First Amendment
- Canada's energy resources
- Sweden's newsprint
- Denmark's value-added tax
- Switzerland's banking
- UNESCO's follies
- Norway's newspaper subsidies
- Great Britain's unions
- Italy's politics
- Finland's telecommunications
- Belgium's marketing
- East Berlin's wall
- And, Soviet "journalism"

ANPA Directors bring free-press views to meetings on world stage

These and many other newspapering and business and free-press issues were deliberated and discussed last month as ANPA's Directors met with scores of their European newspaper-executive colleagues and with "journalists" in the Soviet Union.

"These visits make us acutely aware of the strong obligation all of us in the free press have to help explain and preserve the traditions of the world's free democracies so that the individual liberties of free men and women may flourish in openness and in safety," said ANPA Chairman and President Allen H. Neuharth at a gathering arranged by the mayor of West Berlin. And his words summarized and emphasized the impressions felt by ANPA's U.S. and Canadian Directors during the series of special meetings.

The ANPA Board of Directors had been invited more than a year ago to meet jointly in Europe with the Executive Council of the International Newspaper Publishers Federation (FIEJ).

Zurich was chosen as the primary meeting site at the invitation of the Swiss Newspaper Publishers Association.*

In Zurich, the ANPA Directors conducted their own, normal Board business on two days, receiving standing-committee reports and initiating budget and program plans for 1980. They took special note of the concurrent beginning in Geneva of the World Administrative Radio Conference and urged the delegates there not to fall into political wrangling as so many UNESCO meetings have. Joseph P. Rawley, general manager of the High Point (N.C.) Enterprise, is serving at WARC as a member of the United States delegation. (See story, page 31.)

In a special item of business, the Directors endorsed the plan for Mutual Insurance Co. of Bermuda to offer in 1980 a First Amendment defense insurance program for ANPA-member newspapers in the United States. (See story, page 18.)

On a third Zurich day, the Directors and the FIEJ Executive Council of 10 newspapermen from nine countries met jointly under the chairmanship of FIEJ President Harold W. Andersen, former ANPA chairman and president, and president of the Omaha World-Herald Co. The wide-ranging discussions included these highlights:

—**Michel de Saint-Pierre,** executive director of FIEJ, commented on the long fight, in which other free-press nations have joined the United States and Canada, against Soviet-inspired proposals in UNESCO to strengthen government control over the press in developing nations.

—**Hans Riddervold** of the Aftenposten (Oslo) noted the willingness of many Norwegian newspapers to accept government subsidies, including one based on newsprint consumption which dictates rather obviously against newsprint conservation.

—**Giovanni Giovannini** of La Stampa (Turin) reported that Italian politics remain as uncertain and unstable as always but that journalists are persevering even though many—including his own editor—have been victims of terrorism.

—**Alex Kuhn,** counsel of the Swiss Newspaper Publishers Association, discussed the challenges facing that association which represents 100 German-language newspapers, 20 French-language newspapers and six Italian-language newspapers in a small market penetrated by major newspapers from surrounding countries.

—**Olof Wahlgren** of the Sydsvenska Dagbladet (Malmo, Sweden) commented on the government-subsidy system in Sweden which grants special funds to the second newspaper in each market, making it somewhat discouraging to be the newspaper with the largest circulation and thus unsubsidized.

—**Gordon Linacre** of the Yorkshire Post Newspapers described the history of Great Britain's several Royal Commissions on the Press and the somewhat surprising but comforting conclusion of the most recent commission that government subsidies to newspapers are *not* desirable and should be avoided. He noted also that the London Times could be on the streets again soon but probably under conditions which would not represent much change from the situation when its long work stoppage began.

—**Vaino Nurmimaa** of the Sanoma Osakeyhtio (Helsinki) provided Directors with information on the detailed experimentation his firm is doing in Finland on possible newspaper exploitation of teletext systems. He reminded his audience that in

*As is ANPA's custom, all the participating newspaper executives paid their own personal, travel and hotel expenses throughout.

ANPA Board group at a round-table discussion in Moscow with Pravda Editor-in-chief Victor G. Afanasyev (far left on opposite page).

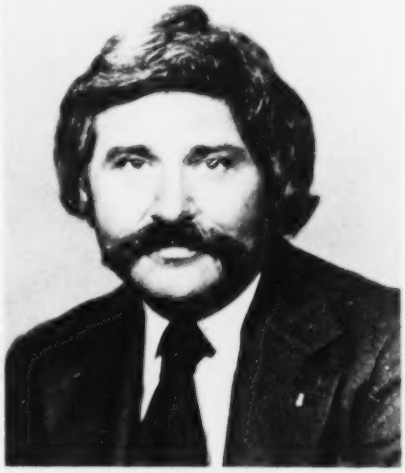
his country, as elsewhere in Europe, most broadcasting systems are government-owned and operated.

—**Frans Vink** of Belgium's Het Laatste Nieuws discussed the cooperative work of FIEJ in promoting better marketing of newspapers, including a marketing seminar similar to that developed for ANPA and the International Newspaper Promotion Association by the Harvard Business School. Vink is expected to succeed Andersen next year as president of FIEJ.

—**Ernst Klaebel,** Dagbladet Poletiken (Copenhagen), described for the Directors the workings of the value-added tax in Denmark, noting that "learning how to work a welfare state takes quite a little time and effort."

—**Alf Schiottz-Christensen,** Aalborg Stiftstidende (Aalborg, Denmark), summarized Denmark's economic status and noted that because there is a substantial welfare payment floor for the unemployed, the average wage of newspaper reporters and printers is $35,000.

Besides these FIEJ executives, the ANPA Directors also heard the views of U.S. Ambassador to Norway Louis Lerner, owner of Lerner Newspapers Inc. of Chicago (51 weeklies with some 360,000 circulation). Ambassador Lerner participated in the meetings on several days and shared his views about Norway's particular strategic importance given its geographic position astride the sea lanes to the Soviet Union and its newly exploited oil fields in the North Sea. Lerner's newspaper company is being operated by a trust until he leaves the diplomatic service.



Louis Lerner

Other special speakers during the three meeting days included Herbert Salzman, U.S. ambassador to the Organization for Economic Cooperation and Development (Paris); Dr. Georg Rich, vice director of the Swiss National Bank; and Kriminaldirektor Dieter Walter, the anti-terrorism expert of the West Germnan Federal Police who is advising both the United States and the Soviet Union on security at the coming Olympic Games.

As he does at all ANPA Board meetings, Director Beland Honderich of The Toronto Star discussed current Canadian affairs. He noted that energy will be the key political and economic issue in Canada for the next few months.

Canada has the capacity to become self-sufficient in all conventional forms of energy, but its resources of oil and gas are almost entirely located in Alberta. This tends to pit Alberta against the oil-consuming provinces since the Canadian Constitution gives normal control of natural resources to the provincial governments. Alberta understandably wants the highest price it can get for these non-renewable resources. Other provinces fear rapidly rising energy costs, and Prime Minister Joe Clark is caught in the middle as a westerner whose basic responsibility is to act in the national interest.

Clark has the constitutional power to assert national interest over provincial rights, Honderich pointed out, and how the prime minister handles this challenge may well determine the fate of his government.

"It seems to me you Americans have odd and even days on foreign policy as you do on gasoline. On even days, you beat your chests and say you are the most powerful nation on earth. . . . On odd days, you appear very frightened over nothing and cry, 'The Russians are coming; the Russians are coming!' "

From Zurich, the Directors traveled to West Berlin where they met with 25 executives of the Axel Springer Publishing Group and with the directors of the International Newspaper Color Association-FIEJ Research Association (Europe's ANPA/RI) and the German Newspaper Publishers Association.

Springer publishes several major West German newspapers, including Die Welt, Bild, Berliner Zeitung, Berliner Morgenpost and Hamburger Abendblatt. The meeting was held in Springer Haus, which is located at the Wall overlooking the drab cityscape of East Berlin. As they stood briefly at the Wall, the Directors' cameras attracted two East German motorcycle patrols which gunned their motors and spewed exhaust across the wire fences, ditches, attack-dog runs and concrete barriers.

In their second Berlin day, the ANPA delegation met with the two commanding generals of the U.S. Berlin Brigade and with Minister David Anderson of the International Communication Agency, who discussed the relations of West and East Germany and the continuing, heavy Soviet military presence around Berlin.

During the afternoon, the group experienced East Berlin itself, suffering the delays and frustrations of Checkpoint Charlie where East German guards still use mirrors to search beneath vehicles for escapees. (One scuba diver had swum to freedom via Berlin's canals the day before.) The East German tourguide's main attractions seemed to be the churches, still unrepaired nearly 35 years after World War II, the Soviet war memorial and the red-banner preparations for East Germany's 30th anniversary. The latter lent the only splash of color to a gray city dominated by "Soviet-modern" architecture and a decided absence of large shop windows and outside lighting. The guide proudly pointed out that almost all of the small shops, before which East Berliners were lined up for consumer goods, were government-owned. She called particular attention to the state-owned newspaper facility. Few pictures were taken of that!

A couple of gregarious Midwest ANPA Directors tried various techniques throughout the trip to get any East Berliner to smile and wave at them. Little seemed to work. One smiled. None waved.

These sobering sights were a proper prelude for the Aeroflot flight the next morning from East Berlin into the Soviet Union where the Directors spent three more days.

In Leningrad, they met with representatives of the Society of Soviet Journalists; and in Moscow they met with U.S. Ambassador Malcolm Toon and with Soviet officials from Tass, Izvestia and Pravda.

Under a prominent picture of Pravda founder and first editor Lenin, ANPA Chairman Neuharth and Pravda Editor Afanasyev check the day's edition of Pravda at Afanasyev's desk. That edition carried an account of President Carter's speech on Soviet troops in Cuba.

The flap over the Soviet troops in Cuba was very much on everybody's mind in Moscow. Ambassador Toon, who was in the process of stepping down as ambassador (to be succeeded by former IBM chief Thomas J. Watson Jr.), put it this way:

"The Soviets don't understand all this noise over a little Soviet brigade in Cuba—nor frankly, do I."

The Soviets were even more outspoken. Veteran Tass political analyst Oleg Anichkin snapped:

"It seems to me you Americans have odd and even days on foreign policy as you do on gasoline. On even days, you beat your chests and say you are the most powerful nation on earth and no one dares challenge you. On odd days, you appear very frightened over nothing and cry, 'The Russians are coming; the Russians are coming!' "

"Such action is not worthy of a great country like the United States," added Pravda editor-in-chief Victor G. Afanasyev. "You should make your decisions on logic, not on emotion."

Afanasyev is considered the Soviet journalist closest to the Politburo. His predecessor at Pravda is now Communist Party secretary, and he was hand-picked for his job by the party leadership.

Izvestia's editor, Pyotr F. Alexeev, shook his head, saying: "Your thinking is not clear to us."

Individual Russians on the streets were most reluctant to engage in conversation with the visiting group; when they did, their brief comments usually focused on avoiding war.

"The important thing is that we make sure nobody pushes the button—on your side or ours," said one young woman who would not give her name. "The Soviet people all are for SALT II, because we see it as the only guarantee for peace. We don't trust your leaders any more than you trust ours."

"Most of the exchanges with Soviet officials were pretty depressing stuff," summed up one ANPA Director. "The Russians kept telling us the same things over and over. It was clear we really couldn't communicate from any common understanding of either words or concepts that we both understood and believed in."

Perhaps it was in an attempt to "understand" the ANPA delegation better that the Soviet system somehow allowed Director Robert Marbut's briefcase to become "lost" upon arrival in Moscow, to stay "lost" through the stay, yet to be "found" in time for the final Aeroflot flight to Switzerland and thence home to North America.

"These meetings were just the most recent evidence," concluded ANPA General Manager Jerry Friedheim, "of the urgent need for U.S. and Canadian newspaper people to visit other free-press nations and to participate in international press affairs. It is akin to NATO: the cause is the bulwarking of freedom. If the North Americans don't go to the meetings and make it known that all the Free World's journalists are allies in a common cause, then before long the meetings will not even occur; the number of free-press societies will shrink; and those remaining will become endangered species. ANPA must continue to be the leader in world-press affairs, and every executive of every ANPA-member newspaper should participate whenever he or she can in that leadership."

First Amendment insurance: help for the small newspaper

Many observers think the increasing cost and frequency of First Amendment cases is discouraging some newspapers, especially smallers ones, from vigorously challenging governmental and judicial encroachments on First Amendment rights.

"Small newspapers inevitably have difficulty in dealing with the costs of any kind of litigation," says James D. Ewing, publisher of The Keene (N.H.) Sentinel, circulation 12,584.

"The cost goes up the higher up the judicial ladder you have to go. It's not something you write into your budget on a small newspaper, so it's difficult to cover the costs," he says.

Ewing speaks from painful experience. He expects to pay a substantial bill for a recent case in which the newspaper successfully appealed a lower court's closing of a pretrial hearing.

To help alleviate the financial burdens of First Amendment defenses, the ANPA Board of Directors endorsed a First Amendment Defense Insurance Program at its September meeting. Developed by the Mutual Insurance Co. Ltd. of Bermuda, the insurance will cover the legal costs of participating ANPA-member newspapers in such areas as prior restraint, newsmen's privilege, statutory limitations on publication, access to news and related First Amendment cases. It also will include coverage of the costs of mandated appearances before Congress and federal agencies.

Although the insurance is designed to be of assistance to all newspapers in the United States and its territories, it could prove particularly beneficial to smaller newspapers which are without the wherewithal to meet high legal fees. Thirty-six percent of ANPA's 1,146 U.S. daily newspaper members and 77 percent of the 143 non-daily U.S. members have circulations of less than 15,000.

As publisher of one such newspaper, Ewing says "we would take a good look at First Amendment insurance. I can't believe anybody wouldn't.

"In 1977 and again this year we appealed to the state Supreme Court. It ends up with a pretty good size bill. We were willing to do it because such an important principle was involved, but the right kind of insurance sure would have been nice to have."

Another small newspaper which went to bat for the First Amendment—and expects to pay about $15,000 because of it—is the Huron (S.D.) Plainsman, circulation 13,463. In September, a county Circuit Court judge told the local press not to report certain information about a pretrial hearing involving a rape. A written suppression order that followed prohibited the media from reporting they had been gagged. In October, the Daily Plainsman obtained a writ of prohibition from a U.S. District Court allowing the media to report the gag order.

Publisher L.J. Maher says, "We knew if the state appeals it to a higher court, there's no way you can get out of it. We didn't expect that to happen, but we took that risk when we went into court."

Although the risk never materialized, several media groups offered financial support just in case. The same ad hoc financial approach has been used by more than one newspaper involved in First Amendment cases.

Commenting on the incident, Maher says, "We haven't had trouble with the court prior to this. It's no real problem right now for the smaller papers here. But, then, I wouldn't have seen it as a problem three weeks ago either."

Maher believes that with insurance, smaller newspapers would be less hesitant to take up First Amendment challenges. Conversely, he says, "I suspect that if judges knew a number of papers had this, they'd be less inclined to muzzle them. The judge has the attorney general to defend him. We have to defend ourselves."

Mutual Insurance will announce the exact terms and premiums for the First Amendment defense insurance early next year. The limit per case is expected to be $1 million. The amount of coverage and deductibility will determine premium costs, but they are expected to be similar to rates charged by Mutual Insurance for libel insurance. Only U.S. ANPA members covered by the existing Mutual Insurance libel policy are expected to be eligible for the First Amendment insurance, because the legal areas are so interrelated. □

Fichter designated ANPA registered agent

Thomas C. Fichter, ANPA vice president/comptroller and assistant general manager, has been designated the registered agent for ANPA under the laws of the Commonwealth of Virginia. As such, he will receive official communications, be served with any legal process papers and forward such matters to the proper ANPA offices. The Executive Committee recommended and the Board approved the action.

Fichter replaces Donald R. McVay as registered agent. McVay retired from ANPA Oct. 1 [**presstime**, October, page 49]. □

Cameras-in-courts gain new support from ANPA Board

The ANPA Board of Directors adopted a resolution in September reaffirming ANPA's support of still cameras in courts and expanding that policy position to cover broadcast cameras. The resolution had been recommended by the ANPA Press/Bar Relations Committee.

It reads, in part: ". . . the public is best served by the availability of the greatest amounts of information regarding the administration of justice; that such information includes still photographs and audio-visual transmission; that the use of cameras in courtrooms does not detract from the essential dignity of the proceedings, distract participants and witnesses, or create misconceptions with respect thereto in the mind of the public; and that, therefore, the use of still and broadcast cameras should be permitted." □

Robert M. White II, publisher of the Mexico (Mo.) Ledger, left, and Chairman John M. Jones, publisher of the Greeneville (Tenn.) Sun, welcome Sen. Kennedy to breakfast meeting

Kennedy, Jordan, Powell address Government Affairs Committee

Unannounced presidential candidate Sen. Edward M. Kennedy (Mass.) and top aides to President Jimmy Carter were among the guest speakers at the semi-annual meeting of the ANPA Government Affairs Committee in Washington in September.

Kennedy addressed a breakfast meeting of the Committee, focusing his prepared remarks on energy.

In response to questions posed by publishers, he left little doubt that he will challenge President Carter for the Democratic presidential nomination. He said if he does become a candidate, "I would expect to win."

Kennedy criticized the administration for not being effective in convincing labor and business that it is "serious" about its voluntary wage/price program. The senator, who has said that the steps the President takes before the end of the year to bolster the economy will influence him in reaching a decision on his candidacy, admitted he does not believe the economy can be turned around by January.

White House Chief of Staff Hamilton Jordan and Press Secretary Jody Powell appeared together at a dinner meeting of the Committee and defended the record of the Carter administration. Jordan spoke and then was joined by Powell in answering questions from the Committee.

Jordan said Carter had come to the presidency at a difficult time and had risked losing some popularity in confronting controversial issues such as energy, unemployment, civil service reform, the Middle East and the Panama Canal.

Responding to a question about a possible Kennedy candidacy, Jordan said that any challenger to Carter would be dealing with a candidate used to political adversity. Jordan noted that Carter has "never had anything given to him politically" and that "if and when the President chooses to run again, we will be ready and willing to run on our record."

Other guest speakers at the meeting included: Warren Christopher, deputy secretary of state; Joel Darmstadter, senior fellow, Resources for the Future; Charles DiBona, president of the American Petroleum Institute; Victor Gilinsky, member of the Nuclear Regulatory Commission; and Sen. Robert Morgan (N.C.). □

ANPA by-laws distributed

ANPA has distributed to its membership special General Bulletin No. 28, dated Sept. 26, which is a recodification of the ANPA articles of incorporation and by-laws. The bulletin includes amendments which were approved by the membership at the last convention. □

New members

Newspapers elected to ANPA membership:

NEWS MESSENGER
Lincoln, Calif. (circulation 2,131), Carmela T. Martin, publisher.

Journal-Press

THE DEARBORN COUNTY Register

Rising Sun Recorder

Ohio County News

Register Publications, Lawrenceburg, Ind., group of four newspapers: Journal-Press, Dearborn County Register, Rising Sun Recorder and Ohio County News (total circulation 16,332), Gene McCann, co-publisher.

The Malone Evening Telegram
Malone, N.Y. (circulation 6,077), Mrs. Joyce T. Tavernier, publisher.

The News
Southbridge, Mass. (circulation 6,061), Loren Ghiglione, publisher.

CENTRE DAILY TIMES
State College, Pa. (circulation 20,327), Steve Braver, business manager. With the addition of this new member, Knight-Ridder Newspapers Inc. maintains its 100-percent membership in ANPA.

Chippewa Herald Telegram
Chippewa Falls, Wis. (circulation 9,220), John M. Lavine, publisher.

The Acton Free Press
Acton, Ontario (circulation 3,192), Donald McDonald, publisher.

20 seminars scheduled for first half of 1980

ANPA, ANPA Research Institute and ANPA Foundation will conduct 20 seminars, workshops and conferences during the first six months of 1980.

Please use the pull-out registration form included in this issue of **presstime.**

ANPA seminars, conferences and workshops

Management Development Workshop Feb. 11-15
Chicago

Develops the professional management skills of mid-level newspaper managers, new and experienced, from all newspaper departments. Instructors from the Human Resources Center of the University of Chicago lead sessions including role-play exercises and small work groups which examine leadership, communication, decision-making, questioning and listening techniques, motivation, problem-solving, training and coaching subordinates. Registration fee: $400.

Key Executive Seminar Feb. 25-28
New Orleans

Reviews management techniques for top newspaper executives who want a framework for analyzing managerial responsibilities; designed for those who set the management climate of their newspapers; provides an opportunity to polish general management principles and to work on selected management skills. Instructors from the Human Resources Center of the University of Chicago cover management behavior, decision-making, management styles, problem-solving processes, motivation, frustration and organizational forms. Registration fee: $500.

Conference for Young Newspaper Men and Women
March 16-19
St. Petersburg Beach, Fla.

Reviews all aspects and departments of the newspaper; stimulates interest in the entire newspaper operation and awareness of the interdependence of each department; designed for newspaper people under 36 years of age, both newcomers to the business and experienced professionals. Top newspaper executives discuss the role and relationship of all newspaper departments. Registration fee: $500.

Labor Negotiators Seminar March 16-19
Houston

Examines the latest technical changes, legislative activity and judicial decisions regarding labor negotiations; designed for both the relative newcomer and veteran employees. Experienced newspaper executives discuss preparation for negotiations, legal aspects of bargaining, pressroom manning developments, wages and fringe benefits, and recent court and National Labor Relations Board decisions. Other topics include technological development patterns resulting in elimination of jurisdiction, inter-union relationships and changes in union rules and regulations. Registration fee: $200.

Newspaper Executives Marketing Seminar March 30-April 5
Scottsdale, Ariz.

Introduces and examines newspaper marketing concepts; designed for top-level decision makers in general management, editorial, advertising, circulation, promotion and research; emphasis on concepts of product/market strategy, entering new markets, positioning, serving markets effectively and competitive strategies; cosponsored by the International Newspaper Promotion Association. Instructors from Harvard Business School employ case study methods using a number of actual newspaper cases. Registration fee: $1,300 (including lodging and all meals).

Circulation Managers Workshop May 12-14
Chicago

Develops "people management" skills of circulation managers above the district manager/carrier supervisor level. Instructors from the Human Resources Center of the University of Chicago focus on leadership, communication, problem-solving and motivation. Cosponsored with the International Circulation Managers Association, the Newspaper Personnel Relations Association and INPA. Registration fee: $300.

Strategic Planning Seminar May 12-16
Houston

Develops the concepts introduced in the Newspaper Executives Marketing Seminar; focuses on the need for strategic planning, awareness of environmental factors, strategic planning techniques and formats, and the development and evaluation of newspaper strategic plans; especially developed for newspaper executives who have completed the marketing seminar. This seminar also uses the Harvard case study method and is cosponsored by INPA. Registration fee: $875 (including lodging and all meals).

Marketing Seminar Director Steven Star in action

training

"Hands-on" experience at ANPA/RI's sessions on introduction to new technology, left, and offset press and plate

ANPA Research Institute "hands-on" seminars

All seminars are led by ANPA/RI personnel and held at the ANPA Research Institute in Easton, Pa. Registration fee for all ANPA/RI seminars: $375.

Camera Techniques Seminar Jan. 7-11
March 24-28

Covers the complete operation of the camera processes for offset or direct printing, including line negatives and film halftones; screened prints (diffusion transfer method), film processing (tray and automatic), basic copy preparation; densitometer and exposure control devices, evaluation and control of copy; camera room and darkroom safety procedures; chemical handling and the prevention of dermatitis; ventilation problems; and safety and high intensity lights.

Basic Offset Press and Plate Seminar Jan. 7-11
Feb. 25-29
March 31-April 4
May 12-16
June 23-27

Covers the operation and adjustment of an offset press and also how to convert to offset; topics include components of the offset press unit, precise adjustment of all systems, the pin-register system for both page and color registration, preparation of plates using the wipe-on system of platemaking, operation of the offset press with black and white and color printing, evaluation of print quality and possible solutions to problems, care and maintenance of the offset press, press safety from an operating standpoint; noise measurement, hearing conservation and protectors, and audiometric testing programs.

Management Introduction to New Technology Jan. 21-25
March 10-14
April 28-May 2

Introduces management personnel to new composition and editing systems with hands-on operation of modern electronic copy processing and phototypesetting equipment. Covers phototypesetting techniques, OCR copy generation, editing and copy corrections on VDTs, advertising markup and paste-up, camera operation for screened prints, full page paste-up techniques, making full-page line negatives of page paste-ups for photopolymer and offset plates, stripping negatives using the pin-register system, offset and photopolymer platemaking, and safety procedures in the office environment such as electrical grounding, solvent handling, storage of film and paste-up chemicals, and VDT usage.

Direct Screen Color Separation Seminar Feb. 4-8
April 14-18

Aids in printing high quality ROP process color for both editorial and advertising departments. Covers evaluation of color originals and establishing reproduction standards, theory of color and masking in newspaper printing, preparation of color correction masks, instruments and controls for predictable quality, operation of direct screen color equipment and proofing of color by color key and direct printing methods, camera room and darkroom safety procedures, chemical handling and prevention of dermatitis, ventilation problems and safety of high intensity lights. The color separation process used in this seminar was developed at ANPA/RI and utilizes Berkey color equipment and the LogE film processor.

ANPA Foundation seminar

Conference for Newspaper in Education Program Development March 25-28
San Francisco

Examines all aspects of the Newspaper in Education program; designed for NIE managers and other newspaper personnel responsible for programs at their newspaper; cosponsored with the Canadian Daily Newspaper Publishers Association. Experienced newspaper personnel lead sessions on promotion, curriculum and circulation concerns. Emphasis is on management, educational trends, training and the sharing of ideas and innovations. Registration fee: $160.

newspaper notes

Majority of editors surveyed oppose Carter bill on surprise police searches

A survey of 173 editors shows that 59 percent oppose a Carter administration bill to protect the work products of newspapers and others engaged in public communications from surprise searches by police.

The legislation, pending in Congress, was introduced in reaction to the U.S. Supreme Court's 1978 decision in *Zurcher v. The Stanford Daily*, allowing unannounced police searches of newsrooms.

Thirty-five percent of the editors opposing the bill said that any such legislation should protect *all* non-suspect third parties. Another 35 percent against the Carter plan said more extensive protection for newsrooms is needed.

Others stated that First Amendment matters should not be legislated.

Among the 37 percent in favor of the bill, many stated that the protection provided, albeit limited, would be better than none.

Twenty-eight percent said state anti-search legislation would be needed if the Carter bill is enacted, and 44 percent said it would not be.

At the time of the survey, conducted by the Associated Press Managing Editors, 55 percent of the newsrooms were reported to contain materials which would be protected by the bill. Twenty-nine percent of the editors said they had eliminated materials identifying confidential sources in response to the *Stanford Daily* decision. □

ASNE writing awards

Editors of U.S. and Canadian dailies have until Jan. 15 to nominate full-time staff writers for the second annual Editors Awards for Distinguished Newspaper Writing given by the American Society of Newspaper Editors.

ASNE will award a $1,000 prize to the best entry in each of three categories: news, commentary and features.

Entrants do not have to be ASNE members. ASNE will send details about the program to newspaper editors in the next few weeks. □

Suggestion box

Maintaining a large, spare-parts inventory can be expensive. James Rife, production director of the Camden (N.J.) Courier-Post, suggests one solution. He has a sharing agreement with two neighboring newspapers as to what parts each one will stock. The annual ANPA/RI Specification Data Bulletin provides equipment information so that you may determine what newspapers near you have compatible systems.

* * *

Bob Kurtz, general manager of the Pottstown (Pa.) Mercury, prints in his newspaper a list of all inserts that are supposed to be included, along with a phone number to call if any are missing. He reports that this is a good way to ensure delivery of a total newspaper.

Group ownership trend continues for dailies; number of groups dips

The number of U.S. newspaper groups has declined slightly since last year, while the number of newspapers owned by groups has increased somewhat, according to newspaper financial analyst John Morton of John Muir & Co.

The number of groups dropped from 167 to 163, primarily because of absorptions.

The number of newspapers published by groups increased from 1,070 to 1,115, with total daily circulation of 45,698,700. Groups own 63.2 percent of the nation's daily newspapers, compared to 60.8 percent last year. They account for 73.9 percent of daily circulation, an increase from last year's 72.1 percent.

Many of the 163 groups are small companies which publish two or three newspapers with small circulations. For example, 49 groups publish two newspapers, 32 publish three and 14 publish four. □

Magazine uses newspapers as launching pads

Using an unorthodox distribution strategy for the Oct. 7 debut of Travel Illustrated, Publisher Wayne Howard had the monthly periodical inserted into the Sunday home-subscription copies of 11 major metropolitan dailies. It reached a little more than 1.5 million households for about $750,000 per year in insertion fees versus the multi-million-dollar promotional costs usually associated with a new magazine. The method also circumvented home-delivery postal costs.

But The New York Times declined to distribute Travel Illustrated. Richard Stockton, the Times' national advertising manager, says, "Essentially, they're going after the same advertisers we go after."

Howard claims, however, that Travel Illustrated is designed "to work in tandem with local newspapers. We suggest travel in a provocative way to encourage the consumer to travel. Then the reader can go to the travel section of his newspaper to get local pricing information, to find out where to go and how to get there from his hometown.

"If advertisers will support the circulation, we would like to regionalize into Northeast, Southern, Midwestern and Pacific editions. But not until overall circulation reaches 2-2.5 million (households)," Howard says.

Several previous attempts to use Sunday inserts for magazines failed. A notable exception is All in Style, a fashion magazine which reaches 1.2 million households monthly through Sunday newspapers. □

newspaper notes

UPI invites investors to buy 90% of company

United Press International, which had a $2.5 million deficit in 1978, has mailed a prospectus to about 150 U.S. publishers and broadcasters inviting them to invest in the privately held news agency.

UPI, owned 95 percent by an E. W. Scripps Co. trust and 5 percent by Hearst Corp., has proposed selling 90 percent of the shares in 45 units of 2 percent. Each investor would be limited to a maximum of five units, or 10 percent of UPI. The offering will continue until early December.

Under the proposed arrangement, Scripps and Hearst would become general partners of a new company, United Press International Ltd., with 10-percent ownership. Scripps and Hearst would be responsible for daily operations and would contribute about $1.5 million in working capital annually. The limited partners would contribute a total of about $4.5 million in working capital and would have veto power over capital expenditures, budget and senior management changes. □

Smithsonian news service

The Smithsonian News Service, inaugurated Oct. 1, distributes free monthly packages of four feature stories about art, history, science and technology. Contact Smithsonian News Service, Arts and Industries Building, Room 2410, Smithsonian Institution, Washington, D.C. 20560. □

Recent acquisitions

Park Newspapers Inc. acquired Statesville (N.C.) Record & Landmark

McClatchy Newspapers acquired Tri-City Herald, serving Pasco, Kennewick and Richland, Wash.

Hearst Corp. acquired Midland (Mich.) Daily News, Huron (Mich.) Tribune and Edwardsville (Ill.) Intelligencer from Lee Enterprises Inc.

The Forum, Fargo, N.D., acquired Willmar (Minn.) West Central Tribune □

N.Y. Times' circulation gains in Boston

More people in Boston are getting The New York Times for less.

On Aug. 27, the Times subcontracted its home-delivery operation in the Boston area and began charging newsstand prices. Previously, subscribers paid dealers who delivered The Boston Globe and the Boston Herald American more than the 30-cent daily and $1.10 Sunday newsstand prices to receive the Times.

The Times has been conducting a telephone and a door-to-door promotion campaign to boost circulation from October's 30,000 daily and 60,000 Sunday figure. Spokesmen for the Boston newspapers say the Times' move has not had any noticeable impact on their circulation, although Times' Vice President Donald A. Nizen says circulation is up in the Boston area.

But Nizen said he could not quote exact circulation figures because he was under a restraining order brought by an independent dealer with a Boston newspaper who wanted to continue to home deliver. □

Juvenile proceedings law struck down in Colorado

The Colorado Supreme Court has found unconstitutional a state statute imposing prior restraints and criminal penalties for the publication of certain information about juvenile proceedings.

The case, *People v. Denver Publishing Co. Inc.*, stemmed from a March 24, 1978, article in the Rocky Mountain News which identified a 17-year-old girl arrested in connection with a fire. The case was appealed after being dismissed by a district court.

In affirming the lower court's decision, the Supreme Court found that the state's interest asserted in the case—protection of juveniles—could not justify the imposition of criminal sanctions for the "truthful publication of an alleged juvenile delinquent's name lawfully obtained by a newspaper."

The court cited, among others, the U.S. Supreme Court decision in *Smith v. Daily Mail Publishing Co.*, which held unconstitutional a West Virginia statute prohibiting the publication of the names of those involved in juvenile proceedings. ANPA filed an amicus brief in the Daily Mail case. □

WICI proposes standard for federal nominees

Women in Communications Inc. will urge U.S. senators to approve only those federal nominees who have demonstrated a belief in the people's right to know.

WICI plans to monitor the judicial nomination process and to make timely recommendations concerning federal judgeship candidates.

In other resolutions approved at its recent annual meeting, WICI supported privacy legislation for third-party records, legislation to prevent further increases in second-class postal rates, and most elements of a charter to govern the Federal Bureau of Investigaton. WICI objected to a provision authorizing the FBI to recruit journalists as informants.

WICI also urged its 9,000 members to support efforts to teach media ethics in colleges and universities and to launch a national public information campaign about freedom-of-information matters. □

First Amendment essay

Newspaper readers are being invited to exchange 1,000 words on "What the First Amendment means to me" for a possible $1,000 in an essay contest sponsored by the Newspaper Association Managers, the Ohio Newspaper Foundation Inc., state press associations and individual newspapers.

Newspapers are selecting local winners and entering them in statewide competition. Winners of state awards will compete nationally in January for the $1,000 first-place, $300 second-place and $200 third-place prizes donated by the Ohio Newspaper Foundation. □

Congress aims to complete drafting criminal code bill by Thanksgiving

Work on criminal code reform legislation continues in drafting committees of both houses of Congress, with the expectation that the writing of the bills will be substantially completed by Thanksgiving.

ANPA and other members of an ad hoc media committee on criminal code reform have been providing information and recommendations on sections affecting the press to the Senate Judiciary Committee and the House Judiciary Subcommittee on Criminal Justice [**presstime**, October, page 15].

At press time, the House subcommittee was about to mark up the part of the massive recodification effort that is of the greatest concern to the press—the chapter dealing with "offenses involving government processes."

Work by ANPA and the ad hoc media committee already had produced some favorable provisions in this section of the panel's "working draft," including:

- clarification that an express refusal to relinquish or reveal the contents of documents, records or other objects is not considered to be "concealing" this information and, therefore, is not liable for prosecution for *hindering law enforcement*. This would protect the confidentiality of reporters' notes or the identity of news sources.
- exclusion of "public criticism" from conduct which "intentionally causes economic loss to another person, or injury to another person's business or profession," under a section prohibiting *retaliating against a witness or informant*.
- provision of a defense to prosecution for *disobeying a judicial order* if the order was later determined to be invalid.
- provision of a defense to prosecution for *tampering with a government record* if the government retained equivalent access to the information contained in the record. This would allow photocopying of government documents.

These provisions require final approval by the subcommittee.

In final mark-up action already taken on other sections of the bill, the subcommittee failed to agree to ANPA's suggestions that:

- an affirmative defense to prosecution for *criminal contempt* for disobeying a lawful judicial order be provided if the order disobeyed is determined to be a constitutionally invalid restraint on collection or dissemination of news. ANPA has asked for reconsideration of this action.
- a defense or bar to prosecution be provided in the *espionage and related offenses* section that protects disclosure of material which either was classified originally without sufficient cause or no longer deserves that classification.
- a defense to prosecution be provided for persons who *disclose private information submitted for a government purpose* if the disclosure is made for public dissemination and if the information reveals government misconduct. The intent of this recommendation was to protect so-called government "whistle blowers" from criminal liability for their actions.

Meanwhile, in the Senate, the Judiciary Committee has completed hearings and is expected to meet the first week of November to begin drafting its legislation. It will use a slightly revised version of the bill passed by the Senate in the last Congress as a basis.

Criminal code reform legislation is not expected to reach the floor of either house before next year. □

Bill includes advertising as 'lobbying communication'

Legislation which will be considered by the full U.S. House of Representatives would expand requirements for disclosure of lobbying activities to make advertising a reportable expense as a "lobbying communication."

ANPA, joined by the National Newspaper Association and the Magazine Publishers Association, had urged the House Judiciary Committee to give advertising the same exclusion from the definition of "lobbying communication" as was given noncommercial communications made through newspapers, magazines and other media. Nevertheless, the committee Oct. 16 reported the bill, HR 4395, with the advertising provision intact.

The three associations made a similar appeal to the Senate Committee on Governmental Affairs, which is holding hearings on another lobbying disclosure bill, S 1564.

The press groups stated that inclusion of advertising in the definition of "lobbying communications" is a "serious incursion" into the First Amendment right of free speech. "The public has an equally important right to receive information, including that contained in advertising," the associations said. "The interchange of ideas is integral to the democratic processes within our free society and should be unfettered and uninhibited. . . ."

HR 4395 contains a provision, applauded by ANPA, which exempts from the definition of "lobbying communication" those communications between a state wide organization and the members of the state's congressional delegation. A similar "home-state exemption" is contained in S 1564. ANPA had sought this exemption on behalf of state press associations. □

ANPA creates Action Group on federal estate tax laws; corrective legislation sought

As the next step in its continuing effort to foster neutrality in the federal estate tax laws so that independent owners are not forced by the laws to sell their newspapers, ANPA is forming a Tax Law Action Group to work for corrective legislation in the Congress.

The legislative package already has been endorsed by the ANPA Board of Directors and by the directors of the National Newspaper Association. It is aimed at amending current laws so that owners of independent newspapers and other closely held businesses are not discouraged by the estate tax burden from passing their properties to their heirs.

The new Action Group, which will hold its organizational meeting Nov. 15 in Washington, is headed by K. Prescott Low, publisher of The Patriot Ledger, Quincy, Mass. Low—an ANPA Director and vice chairman of the ANPA Government Affairs Committee—served as chairman of the former ANPA Tax Law Task Force which made a detailed study of the federal estate tax laws in 1978 and developed the legislative package the Action Group will work to implement.

The Action Group, comprised of many members who are active in other press organizations, intends to coordinate its activities with state, regional and national press and small-business organizations concerned about the estate tax laws.

In addition to Low, the Action Group will include: Elbert H. Baker II, Tacoma (Wash.) News Tribune; R. S. Bosworth Jr., Bristol (R.I.) Phoenix; William E. Branen, Burlington (Wis.) Standard Press; Marjorie A. Heisel, Altoona (Pa.) Mirror; Cecil B. Highland Jr., Clarksburg (W.Va.) Exponent & Telegram.

Also, James F. Hurley III, Salisbury (N.C.) Post; John M. Lavine, The Herald Telegram, Chippewa Falls, Wis.; George J. Measer, Bee Publications, Williamsville, N.Y.; Alfred Morris, Philadelphia Tribune; Frank E. Russell, Central Newspapers Inc., Indianapolis; and Len R. Small, Moline (Ill.) Daily Dispatch.

The legislative package the Action Group will pursue is based on the findings of the earlier Task Force that "there is bias in the federal estate tax laws which presents formidable barriers to the continuation of independent ownership" and that corrective legislation should be sought for all closely held companies rather than only for newspapers.

The tax law changes recommended would:

- liberalize the accumulated earning penalty tax
- change the valuation approach used by the Internal Revenue Service
- liberalize timing of estate tax payments
- liberalize redemption rules
- amend provisions on generation-skipping transfers
- examine potential legislation to allow the purchase of a special class of life insurance solely to pay estate taxes.

The Task Force also recommended support for efforts already initiated by others, such as the move to repeal the "carryover basis" provision. If implemented as scheduled on Jan. 1, that provision would increase the estate tax burden for heirs by dramatically increasing the tax liability on inherited assets.

The repeal measure was attached to the windfall oil profits bill (HR 3919) by the Senate Finance Committee. President Carter opposes repeal and has said he would veto it if passed as separate legislation.

Because of the need for quick action on this issue, carryover basis may provide the Action Group with its first opportunity for involvement in the legislative arena. □

Media protests spark retreat

As a result of protests by ANPA and other media organizations, proposed federal regulations that could have prohibited newspapers from sponsoring political debates are being reviewed; and legislation that would have restricted newspapers in extending credit for political advertising has been amended.

The Federal Election Commission currently is reviewing its proposed regulations, vetoed by the Senate, concerning sponsorship of debates between candidates for federal office. The regulations would limit debate sponsorship to nonprofit organizations.

The political-advertising bill is aimed primarily at limiting campaign donations from political action committees to candidates for the U.S. House of Representatives. But one provision would extend the existing prohibition on corporate political contributions to "contributions in kind," including uncollected debts incurred in the preparation or purchase of political advertising. Before passage by the House in October, the bill was amended, at ANPA's urging, to exempt credit extended by newspapers, magazines and broadcast stations. □

President wins standby gas rationing authority

Congress has approved and sent to President Carter a standby gasoline rationing authority bill. The compromise legislation, passed by both houses in late October, would give the President the authority to draft and to impose a gasoline rationing plan, but it also would provide Congress with opportunities to disapprove the plan's contents and implementation.

The bill would give the President little direction about how he should draft the plan. No "priorities" are defined in the bill.

ANPA has long argued that if priorities are set, the role and needs of newspapers must be considered [**presstime**, October, page 10]. □

Wage/price guidelines revised

Newspapers that complied with the voluntary wage and price guidelines during the first program year may find the second year less rigid because a two-year cumulative standard will be applied for second-year price increases.

The wage guidelines also are due for change, but last year's general, 7-percent standard remained in effect at press time, pending that action.

Under the price guidelines effective Oct. 1, the base period for price calculations remains Oct. 1, 1975, to Oct. 1, 1977 (or corresponding fiscal years for some companies).

A newspaper complies with the price standard in the current guidelines if its percentage of price increases during the two program years (Oct. 1, 1978 to Oct. 1, 1980) is no greater than that of the two base-period years. However, the total increase for the two years may not exceed 19 percent, even if a newspaper raised prices by more than that in the base period. If base-period increases were less than 5 percent, a newspaper may raise prices during the two program years by a full 5 percent and still comply.

These standards are a change from the first program year, when newspapers and others had been asked to decelerate their prices by 0.50 percent below their annual average base period rate. ANPA's Government Affairs Department will assist individual member newspapers with questions about how to apply the new guidelines.

Revenue from the sale of certain products may be excluded from the price-change calculations. Newspapers mailed to points outside the United States and newspapers sold to a recycling plant are among the allowable exclusions.

If a newspaper cannot meet the price standard because of uncontrollable costs, such as newsprint price increases, it may use the profit-margin test as an alternative.

If a company uses this approach, its profit margin during the second-year program may not exceed its average profit margin for the best two of the three fiscal years completed prior to Oct. 2, 1978. Also, actual profit should not exceed base-year profit by more than 13.5 percent. An exception is when excess profits are due to sales volume increases. For newspapers, such increases could come from circulation gains or from advertising linage increases.

The Carter administration tightened the profit-margin test in the second year to encourage businesses to use the price standard. Previously, a business could use the profit margin alternative if it did not have historical records for calculating base-period increases. Now, such businesses are assigned a 10-percent increase for the two program years.

Wage guideline recommendations were to be made Oct. 31 by an 18-member Pay Advisory Committee chaired by John Dunlop, former director of the Cost-of-Living Council (1973-74) and secretary of labor (1975-76). President Carter appointed the committee Oct. 16 from among prominent labor, business and public-sector leaders.

The Council on Wage and Price Stability, which administers the guidelines program, announced earlier that workers not covered by automatic cost-of-living clauses, and who complied with last year's wage standard, are eligible for an extra 1-percent increase. This would be added to whatever wage standard finally is allowed in the second year of the program. □

ICC refuses to review higher rates for papers

The Interstate Commerce Commission has denied ANPA's petition for administrative review of the ICC decision to allow most bus companies to charge higher package-express rates on interstate shipments of newspapers.

Trailways and most bus companies have been charging the higher rates since June 1. Greyhound and some smaller bus lines continue to charge the lower rates.

Copies of the ICC's ruling are available from the ANPA Newsprint/Traffic Department. □

Environmental hotline

New procedures designed to reduce the number of inspections arising from employees' complaints about alleged unsafe working conditions have been announced by the Occupational Safety and Health Administration.

The agency's previous policy was to investigate all such complaints, resulting in a backlog of scheduled inspections which often involved insignificant matters. The new procedures will give local OSHA officials broader discretion in determining whether a formal or informal complaint by an employee should be pursued.

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Major safety standards issued by OSHA may now take as long as four years to prepare, according to the agency's Office of Regulatory Analysis. The lengthy preparation time results from a presidential executive order issued in 1978 which requires the agency—when developing a major standard—to state the problem addressed; to discuss alternative solutions to the problem; to estimate the expected economic consequences of the regulation; and to explain why it was chosen over other possible alternatives.

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The Occupational Safety and Health Review Commission, which reviews decisions of administrative law judges, has adopted simplified procedures for resolving contests. The plan calls generally for elimination of formal documents in cases, with legal and factual issues to be determined prior to formal hearings.

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House-Senate conferees have approved an increased fiscal 1980 budget for OSHA of about $183 million. They also set NIOSH 1980 funding at just over $79.5 million. In addition, the conferees approved a measure which prohibits OSHA from conducting safety inspections of employers with 10 or fewer workers and with an illness or injury rate of less than seven per 100 employees □

Closed trial case heads court's docket for the press

By L. Peyton Hendricks

During its 1979-80 term which began Oct. 8, the U.S. Supreme Court will be asked to review lower-court actions in approximately 4,000 cases. Of these, about 150 will be accepted, briefed and argued by lawyers and disposed of in formal written opinions.

With the exception of a closed-trial case involving the Richmond (Va.) newspapers, the court's schedule as pertains to newspapers thus far seems almost mundane. This is in sharp contrast to the previous term which produced *Gannett v. DePasquale*, on closure of courtrooms; *Smith v. Daily Mail Publishing Co.*, on printing names of juvenile defendants; *Herbert v. Lando*, on the relevancy of inquiries into a reporter's thought processes; and the public-figure libel cases of *Hutchinson v. Proxmire* and *Wolston v. Reader's Digest Association*.

Hendricks is an ANPA staff attorney.

Closed courtrooms

One of the earliest actions at the outset of the court's new term was to agree to hear arguments in the case of *Richmond Newspapers Inc. v. Commonwealth of Virginia*, which challenges exclusion of the press from a 1978 murder trial in Hanover, Va. The case will present the court with an early opportunity to review its controversial decision last July that the press and public have no independent right to attend pretrial proceedings in criminal cases—at least under the Constitution's Sixth Amendment guarantee of public trials (*Gannett v. DePasquale*). ANPA, the American Society of Newspaper Editors and other press groups filed friend-of-the-court petitions in September, asking for speedy review of the Richmond case.

ANPA pointed to numerous closings of all types of judicial proceedings—including trials—growing out of confusion over the scope of *Gannett* [**presstime**, October, page 18].

The Richmond case stemmed from the Sept. 8, 1978, closing of the fourth murder trial of John Paul Stevenson, a Baltimore resident accused of killing a Richmond motel operator. At the request of Stevenson's attorney, reporters for the Richmond News-Leader and Times-Dispatch were ejected from the courtroom on grounds that news accounts might prejudice the defendant's right to an impartial jury. On July 9, 1979, the Supreme Court of Virginia upheld the trial judge's action, citing the *DePasquale* decision which had been issued seven days earlier.

The Richmond newspapers argue that wholesale banishment of the press (and public) from criminal trials violates the First, Sixth and Fourteenth Amendments to the Constitution. The newspapers also attack the Virginia statute that authorizes trial closures without resort to less-drastic measures which consider the rights of interested parties.

ANPA and ASNE also argue that public trials are a traditional right of the people, reserved to them by the Ninth Amendment—notwithstanding the lack of express mention elsewhere in the Bill of Rights.

The case has been scheduled tentatively for argument in January 1980. Among other matters, the court will have to decide if the initial determination that it had jurisdiction over the case was correct; attorneys for Virginia maintain that certain procedural prerequisites were not satisfied.

Access to information

For investigative editors and reporters, the most important cases pending this term will deal with access to information under the Freedom of Information Act. One case involving the availability of typewritten notes of Henry Kissinger's official telephone conversations, *Kissinger v. Reporters Committee, et al.*, poses broad questions about the scope and coverage of the FOIA and about the types of information and classes of individuals which may be exempt from its provisions.

An appeals court ruled in 1978 that The Reporters Committee for Freedom of the Press and other parties, including columnist William Safire, should be granted access to notes containing Kissinger's monitored telephone conversations during his tenure as secretary of state. However, those records made while he was assistant to the President for national security affairs were held to be exempt. The notes being sought had been removed by Kissinger near the end of his service as secretary and donated to the Library of Congress under an agreement prohibiting public access for a number of years.

Both sides raise complicated but fundamentally important issues about how the FOIA is to be applied. For instance, can an agency of the federal government be compelled to obtain and furnish records which are not and never have been in its possession, and which are not even claimed by the agency as its own? Does a record or document that might otherwise be immune from disclosure lose that immunity when the agency responsible for it relinquishes custody? If a document's author records both personal and governmental information, can it be retained?

It is believed that the opinion in the Kissinger case may have substantial effect on the ability to gather information about the internal affairs of government and the activities of its officials. In addition, it may be influential with state supreme courts which must interpret state counterparts to the FOIA wherever they exist.

In a lesser-known FOIA case, the court will have to evaluate the status of documents which result from privately conducted research paid for by a government agency.

Carried over from the previous term, *Forsham v. Califano* grew out of a request for research data compiled by a private organization under contract to National Institutes of Health and paid for under a federal grant-in-aid program. The data later formed the basis of a report which was instrumental in a Food and Drug Administration recommendation to impose restrictions on the use of tolbutamide (an oral hypoglycemic drug) and a proposal to label such drugs so as to warn of cardiovascular hazards.

A federal district court subsequently held that the materials were not "agency records," primarily on grounds that the data had never been kept within the confines of either agency.

Corporate free speech

One of the fastest growing areas of First Amendment law involves the free-speech rights of corporations. Also on the first day of its '79-80 term, the court agreed to review *Consolidated Edison Co. v. New York Public Service Commission* which presents several issues on this subject.

The utility had been inserting into its customers' bills flyers which promoted electricity use, but the public service commission outlawed the practice in 1973.

In 1977, the commission extended the prohibition, and at the same time it forbade utilities from using customer state-

Thousands of cases disposed of summarily

The U.S. Supreme Court summarily disposes of thousands of cases annually by refusing to review them and leaving the decisions of the state or lower federal courts untouched. Such actions by the court do not have the effect of establishing new legal precedent but simply mean that fewer than four justices thought the issues were important enough to warrant review.

An appeals court victory by one newspaper was left undisturbed early in the 1979-80 term when the Supreme Court declined to review *Galbreath v. Newspaper Printing Corporation*. In the case, the Tennessee Supreme Court ruled that the newspaper had not violated certain anti-monopoly laws and the advertiser's free speech rights by refusing to publish heavily abbreviated classified advertisements.

The justices also declined to review a case in which a Philadelphia resident had challenged Mayor Frank Rizzo's withdrawal of municipal advertising from one of the city's newspapers in retaliation for an unfavorable article. The 3rd Circuit Court of Appeals had held that the private citizen lacked sufficient legal interest in the case, and that the newspaper was in the best position to bring suit. □

ments to promote their views on "controversial matters of public policy."

New York's Court of Appeals upheld the regulatory agency on grounds that the utilities' customers were a captive audience and that it could protect them from unwanted intrusions of privacy.

Con Ed is asking the Supreme Court to overturn that decision as an invalid denial of its rights of free speech. The utility company contends that the First Amendment overrides any governmental interest in protecting consumers from the alleged privacy invasions.

The case will give the court an opportunity to state its general views on the degree of protection that the First Amendment gives companies which desire to speak out on issues of public importance. Utilities are, of course, closely regulated by local government, but many enterprises such as the insurance business are also heavily regulated. The justices may have to explain how the issue of regulation ties in with the right of free speech.

Workplace safety

Nearly one-tenth of the cases which the court has agreed to consider this term had their genesis in the American workplace. They involve relations between employers, employees, labor organizations and the federal government.

The Department of Labor's Occupational Safety and Health Administration is a party in two cases which could have major consequences for its future regulatory role. The oft-embattled agency is fighting an adverse ruling by the 5th Circuit Court of Appeals which held in 1978 that OSHA must show that one of its regulations on the use of a suspected carcinogen, benzene, had benefits to workers, and that the benefits bore some reasonable relation to employers' high costs in implementing the regulations.

In *Marshall v. American Petroleum Institute*, the agency is arguing along with the AFL-CIO and the solicitor general that Congress never intended such a requirement when it created the agency. To impose this condition in all cases would drastically hamper future efforts to make rules governing the use of workplace carcinogens, they maintain.

OSHA also is asking the court for a favorable resolution of two conflicting appeals court decisions which involve its authority under present regulations to penalize employers for retaliating against workers who refuse to perform their tasks under conditions which they believe are dangerous.

The 5th Circuit ruled in 1977 that the secretary of labor exceeded his authority in making such regulations, but the 6th Circuit ruled to the contrary in 1978. In the current case, *Whirlpool v. Marshall*, the solicitor general argues that workers should have a limited means of "self help" in dangerous situations that cannot be adequately dealt with under the usual regulatory and judicial methods.

Employment discrimination

Interpretation of federal employment discrimination laws is a constant task for the Supreme Court, and the 1979-80 term will be no exception. The court must decide whether collective bargaining agreements that contain no absolute link between duration of employment and job security are entitled to immunity from attack on racial grounds; such immunity is accorded to "bona fide" seniority systems by Title VII of the Civil Rights Act of 1964.

A black worker challenged a contract negotiated by the Teamsters and a California brewers' association which gave job security and certain other benefits to permanent employees—defined as those who worked at least 45 weeks in a calendar year. The case is *California Brewers Association v. Bryant*.

The black worker filed a class-action discrimination suit against the association and the union. He maintained that the provision had, in effect, created a permanent workforce of white employees, because reduced labor needs in the brewing industry had made it impossible for any temporary employee to work 45 weeks in a single year. Despite six years' experience as a brewery worker, he was still on temporary status, and no blacks had been able to qualify for the additional benefits conferred by classification as a permanent worker.

The 9th Circuit Court of Appeals upheld the worker's claims, stating that the contract provision did not constitute a "bona fide" seniority system because it lacked the essential element of an increase in employment rights based on overall length of service.

The Supreme Court has held previously that Title VII immunizes these systems from legal attacks, even if they perpetuate the effects of prior discrimination. Now, apparently, the court must lay down additional guidelines concerning the factors that must be present before a seniority system can be considered safe from challenge under Title VII.

Illegal strikes

Numerous wildcat strikes by coal miners during the early 1970s gave birth to *Carbon Fuel Co. v. United Mine Workers*. The case could resolve certain issues concerning when, if ever, an international labor organization can be held liable for illegal strikes by its subordinate locals, in instances where the international does little or nothing to prevent or end the work stoppages.

Because of the somewhat unique factual circumstances of the case, its outcome may have very little impact on the average unionized employer; but the court could take the opportunity to lay down some concrete guidelines on what an international union must contribute to peaceful labor relations during the term of a collective-bargaining agreement. □

Communications Law seminar

A faculty of prominent journalists, lawyers and government officials will analyze the U.S. Supreme Court's decisions in the *Gannett*, *Lando*, *Proxmire*, *Wolston* and *Daily Mail* cases as part of a Communications Law 1979 seminar, sponsored by the Practicing Law Institute.

The Nov. 19-20 seminar in New York City also will explore recent developments in libel, reporter's privilege, privacy, access to records, commercial speech, prior restraint, antitrust and legislative issues.

Associate General Counsel W. Terry Maguire of the ANPA staff is one of the 17 PLI faculty members

Newsroom-search decision stirs state actions

Twenty-five states and Puerto Rico have initiated actions to overturn the U.S. Supreme Court's 1978 decision in *Zurcher v. The Stanford Daily* allowing unannounced police searches of newsrooms, according to a new survey by ANPA's Government Affairs Department.

Six states have passed laws in the last year to protect newsrooms and newsroom employees against such searches. Bills which have been introduced in 17 other states would offer protections ranging from unqualified prohibition against newsroom searches to protections for all innocent third parties. In the two remaining states, officials have taken non-statutory actions.

The following chart is a state-by-state summary of action in this area since *Stanford Daily*. All activities are in state legislatures unless otherwise noted. □

State	Type of protection	Qualifications	Status
Arizona	Press only.	Search warrant permitted if reporter suspected of crime under investigation; or, if fear material will be removed from state.	Failed to pass in 1979. Will be reintroduced in 1980.
California	Press only.	Virtually unqualified protection.	Signed into law, September 1978.
Connecticut	Press only.	Search warrant if suspected of crime.	Signed into law, April 1979.
Delaware	Press only.	Search warrant if "probable cause" that reporter committed crime.	Introduced in May 1979, no action to date.
Florida	No bill has been introduced, but state attorney general did warn law enforcement officers not to abuse their search warrant rights if they involved the news media.		
Georgia	All innocent third parties.	Must specify "with particularity" the grounds on which a warrant is sought.	Died in committee.
Illinois	Press only.	Search warrant if suspected of crime; or, if fear material will be removed.	Signed into law, September 1979.
Kentucky	Press only.	Approval of executive branch required before newsroom search; or, if "reason to believe" material will be altered or destroyed.	Failed to pass.
Maryland	Press only.	Search warrant if suspected of crime; or, if material may be destroyed or removed.	Died in committee.
Massachusetts	Press only.	Consent of attorney general required before issuance of warrant.	Unfavorably reported by a joint legislative committee.
Michigan	All third parties.	Require 12 hours advance notice of warrant.	Pending.
Minnesota	All third parties.	Search warrant if "reasonable possibility" material might be removed or destroyed.	Failed to pass.
Nebraska	Press only.	Search warrant if "probable cause" reporter involved in crime; or, if material may be destroyed.	Signed into law, June 1979.
Nevada	Press only.	Two bills: one is unqualified; the other allows a warrant if material may be destroyed or if subpoena is ignored.	Pending.
New Jersey	Press only.	Search warrant if reporter suspected of crime.	Passed by Assembly; pending in Senate.
New York	Press only.	Search warrant if reporter suspected of crime; requires "reasonable period of time" between issuance of warrant and search.	Pending.
North Carolina	General Assembly adopted a joint resolution June 8 calling for a study of the newsroom-search problem.		
Ohio	Press only.	Search warrant if suspected of crime; or, if material may be removed or destroyed.	Pending.
Oregon	Press only.	Search warrant if suspected of crime.	Signed into law, October 1979.
Pennsylvania	Press only and all third parties.	Four bills have been introduced: three provide press protection unless suspected of crime under investigation or if subpoena is ignored; third-party bill includes similar qualifications.	Pending. No strong support for third-party bill.
Puerto Rico	Press only.	Search warrant if suspected of crime.	Pending.
Texas	Press only.	Search warrant if suspected of crime.	Signed into law, June 1979.
Virginia	Press only.	Search warrant if suspected of crime, if destruction of material likely, or if subpoena would "impede the administration of justice."	Bill, introduced by attorney general, was withdrawn because Virginia Press Association thought it might be interpreted as guidelines.
Washington	All third parties.	Search warrant if suspected of crime; or, if material might be destroyed.	Pending.
West Virginia	Press only.	Search warrant if suspected of crime.	Pending.
Wisconsin	Third party.	Protection for documentary evidence only.	Passed by Senate; pending in House.

Utah newspapers told to file or not publish

Invoking an obscure state law, the county attorney in Washington County, Utah, ordered three newspapers not to publish anything of a political nature until they filed a statement of ownership with the state.

Robert Lehigh, publisher of one of the newspapers, refused to abide by the order, and the Utah branch of the American Civil Liberties Union has filed suit against the county attorney, charging a violation of Lehigh's First Amendment rights.

It was Lehigh's vitriolic pen that caused the statute to be dredged up from its 1917 depths. Lehigh, dismissed as police chief of Washington, Utah, and now running for the city council there, had editorialized against the council in the first—and only—issue of his recently purchased publication, Common Sense.

The long-ignored law requires newspapers and magazines to file a statement of ownership with the secretary of state at least three months before any election. Unless such a statement is filed, "No publisher of any newspaper shall insert any matter whatsoever of a political nature or on any candidate for public office," according to the law.

The other two newspapers in Washington County, the News and The Color Country Spectrum, avoided a possible misdemeanor charge by filing the statements, but under protest. The Utah Press Association has recommended compliance until the issue can be presented at the next legislative session, and it provided newspapers with forms they could use. □

N.Y. newsstands gain

New York City newsstand operators may soon be enlarging their newsstands and diversifying their inventory [**presstime**, October, page 23]. The city council has approved a measure, drafted primarily by The New York Times, the New York Post and the New York Daily News, which could revive the dwindling business. The mayor was expected to approve the measure by early November. □

After delay, WARC begins technical deliberations

After an initial series of political problems that delayed the opening of the World Administrative Radio Conference in Geneva, delegates from the 140 participating nations have settled down to the business of assigning radio-frequency spectrum allocations that will govern telecommunications services through the year 2000.

WARC-79 had been scheduled to convene Sept. 24 [**presstime**, October, page 24], but disagreement over who would chair the conference stalled that beginning for three days. The United States and other countries favored a member of the Swiss delegation. Several developing nations, citing a resolution from the September summit of non-aligned nations in Havana, demanded a chairman from among their ranks. Consensus finally was reached on Roberto Severini from Argentina.

The ANPA Board of Directors at its meeting Sept. 24 in Zurich called upon WARC delegates from all nations to put aside political issues and to concentrate solely on the important task before them.

At the Oct. 17 meeting of the ANPA Telecommunications Committee (see story, page 54) in Washington, Joseph P. Rawley, co-publisher of the High Point (N.C.) Enterprise and ANPA's representative on the U.S. delegation, reported that further political debate among nations appears to have been abandoned in favor of deliberations on the technical proposals before the conference.

Those technical proposals will affect the free flow of information between nations, Rawley noted, but whether the impact will be negative or positive remains to be seen. It now appears likely that WARC will extend beyond its scheduled 10 weeks, he said.

In a related development, the World Press Freedom Committee recently was accorded the status of accredited observer at WARC, a development which will enhance significantly its ability to monitor the proceedings of the conference on behalf of the free press. □

ANPA, other press groups urge opening of UNESCO meeting to reporters

Responding to appeals from ANPA, the American Society of Newspaper Editors and the World Press Freedom Committee, the U.S. State Department is urging UNESCO to open a Nov. 6-9 meeting in Washington to the press.

But the State Department's leverage is lessened by UNESCO rules permitting the director-general to bar the press from participating in or observing the meeting, even though the U.S. government is to be the host.

The State Department told ANPA it would try to accommodate the press, within the confines of UNESCO's rules, by at least holding briefings immediately after each day's session.

Participants will discuss assistance programs for Third World media in preparation for a larger conference in Paris next April. Potential donor countries have appointed 35 delegates, most of them governmental, to attend the Washington meeting. The State Department has requested permission to select a chairman and a second U.S. participant, possibly from the private sector.

In an Oct. 4 letter to Secretary of State Cyrus R. Vance, Jerry Friedheim, ANPA executive vice president and general manager, noted that "press representatives should have access to the meeting in order to fairly and fully report activities conducted in the United States and funded by U.S. taxpayers." Similar letters were sent by ASNE and the WPFC.

U.S. contributions pay 25 percent of UNESCO's normal budget. □

Tom Floyd: putting it on paper in black and white

By Kathleen Hunt Baird
presstime staff writer

Nearly a century after Thomas Nast's satirical attacks on Boss Tweed, cartoons still help shape the social and political issues of the day. But in Tom Floyd's case, his very presence at the drawing board may be as significant as what he sketches there.

With time, artistic ability and persistence, Floyd has penetrated a traditionally white segment of American journalism. Recently named as editorial artist for the Gary (Ind.) Post Tribune, Floyd is the only black editorial cartoonist working for a large, general-circulation U.S. daily.

Floyd, 50, is reluctant to dwell on his color. He prefers to talk about his graphic style. Or the track scholarship he had at the University of Illinois, where he received his bachelor's degree in commercial art in 1953. Or the religious murals he paints to escape momentarily the ludicrous and the tragic depicted in his cartoons.

Floyd ponders as he draws; an example of his work is inset

Despite his low-key approach, Floyd has devoted himself to raising black—and white—consciousness. He wrote and illustrated *Integration is a Bitch* (1969), dealing with race relations, and *The Hook Book* (1972), used in Chicago school discussions about drug abuse. Currently, he is working on *The Blockbusters*, a satirical look at neighborhood integration, and he hopes to see his political cartoons published in a book he plans to call *The World from the Black Side*.

Floyd's concern for race relations and his pioneering spirit are reflected in some of his business ventures. The same concerned Tom Floyd who served for three years as a business and government consultant on minority employee relations in Chicago is the proud creator of the first three-dimensional, fully-animated, light-show-oriented outdoor advertising billboard in his hometown of Gary.

But Floyd and his wife, Winona, have had their share of commercial failures—like the time Floyd created comic strip characters for black youngsters like his own Thomas Jr., Steven and Kim. His children are grown now, but not the comic strip. "Blackman"—and his friends and foes—remains unpublished, a comic strip that never made it to the funnies. He also tried to found what would have been the nation's only black-owned, animated-film company, but it failed for lack of money and staff.

But Floyd "persisted"—one of his favorite words—and now he has parlayed regular free-lance editorial cartooning for the Chicago Defender and free-lance drawing for the Gary Post Tribune into the editorial cartoonist's job at the Post Tribune, an 81,000-circulation Knight-Ridder daily. He believes he may have paved the way for other black artists.

"With major league baseball, blacks became involved after Jackie Robinson broke the so-called color barrier. It could be the same for papers. Minorities have to see that one can function successfully at editorial cartooning so it would be attractive for them to pursue it," he explains.

If he does become a role model for blacks in what he calls "this very crowded, competitive field," it will be due as much to his persistence as to his recognized ability. Because, for Tom Floyd, it was not always the relative glamor of caricaturing public figures or illustrating the events of the day. His artistic roots include 13 years drawing machine illustrations for Inland Steel Co. in Chicago.

Says Floyd, "Even that came in handy. In drawing political cartoons, sometimes you need a tractor or a blast furnace."

Today, whether he is portraying a lonely farmer atop a tractor, a once-popular politician on an out-of-control roller-coaster, or a black leader in a sensitive public role, Floyd applies the same fundamental principle: clarity in thought and style.

For him, syndication would be "the culmination of a career in the area of cartooning." Well, almost. Floyd admits he would like to win a Pulitzer Prize. After all, Jackie Robinson made it to baseball's Hall of Fame. □

An ombudsman looks back. . .

By Charles B. Seib

Thoughts of a departing ombudsman:

In the fall of 1974, after 30-odd years as a reporter and editor, I signed a contract to serve for five years as The Washington Post's ombudsman and internal critic. I felt—correctly, as it turned out—that the job would provide a fascinating view of a major newspaper and, since the deal included a syndicated, news-business column, the opportunity to do some thinking and writing about American journalism.

Now, with the end of this venture only a few weeks away, I am trying to put together what I have learned. For this brief summary, I'll divide it into two categories: what I have learned about our customers, the readers, and what I have learned about the value and limitations of the newspaper ombudsman.

First, the readers: I have learned that they are more perceptive and that they care more about their newspapers than most of us in the business realize.

They are quick to notice the headline that isn't supported by the story; the story that bears the mark of the hype, the needle or the reporter's personal biases; the unfairnesses and distortions that result from the way we display or fail to display the news.

Charles B. Seib

I also learned quite early in the game that while readers are quick to catch the inevitable flaws in our daily performance, they tend to misunderstand the reasons. They often see mistakes in judgment, errors caused by deadline pressure and outright stupidities as evidences of high-level decisions to distort and slant. I call it the conspiracy theory of journalism, and I think we have ourselves to blame for it. Because we have a tradition of aloofness and phony infallibility (as evidenced by our ridiculous resistance to correcting our errors), our customers don't understand how we operate. Only by being more open with them and cultivating a little well-deserved humility can we counter that view.

Another thing I learned is that readers have a personal relationship with their newspaper and a clear recognition of its importance in their lives. They permit it to enter their home every day; so they expect it to behave honorably and honestly, as they would expect a friend to behave. Although the price of each newspaper is small, over the years they put out a good bit of money for it. They resent it when they feel they aren't getting full value for their money.

Most newspaper readers probably don't have a clear idea of what the First Amendment means, and they may not understand our concern over what the courts have been doing to us. But they recognize, perhaps instinctively, that a free press is essential to them as citizens in a democracy, however annoying and disappointing that free press may sometimes be. This is something I think the readership polls fail to bring out.

Now about the ombudsman: He or she is, of course, our attempt to deal with the paradox of the unwatched watchdog. We, who monitor and, in effect, discipline all the other institutions of society have no one to monitor or discipline us.

Newspaper ombudsmen cannot hope to be accepted as totally neutral parties. Most are or have been staff members of the newspapers they now monitor. Even if an outsider is brought in under contract, as I was, there are still obvious ties to the employer. But by performance, an ombudsman can gain acceptance as the readers' friend and advocate.

I suppose the newspaper ombudsmen's major limitation is that they deal after the fact. By the time they hear the readers' complaints or frame their own criticisms, the paper has been long since printed and distributed; there is no calling it back.

Corrections, the ombudsman soon learns, have a limited value. They can, to some extent, rectify errors of fact; but we don't have any way to deal with the story that never should have been printed or the one that wasn't printed and won't be because it is now "old news" or the one that is correct in its facts but misleading in its implications. The ombudsman's column sometimes can be used to clean up a mess (and every ombudsman must have the right of publication if he or she is to be effective), but important items in the "ombudical" stock in trade must be sympathetic understanding and, on occasion, apology.

To gain public acceptance, the ombudsman must have teeth and occasionally use them. However, there is unquestionably a public relations dividend in having an effective ombudsman. It is part of the macho, news-business tradition to be cavalier with people who complain. To have available a person whose job it is to listen courteously, to help where possible, to sympathize or apologize where appropriate, to explain how and why we do things, has to be a PR plus.

Conversely, an ombudsman can cause internal problems. Journalists are enormously sensitive to criticism, particularly criticism in print; they can dish it out, but they don't take it well. An ombudsman who goes off half-cocked or who can be suspected of personal ax-grinding or who worries about what the bosses think can be extremely damaging to staff morale.

I'm sure that the score or more newspaper ombudsmen around the country would agree with me that their frustrations are large and frequent and their victories are small and seldom. But it is my conviction (although I am obviously not the best judge) that on balance, an ombudsman can earn his or her pay and, overall, do more good than harm. □

Seib will be a regular contributor to **presstime.**

Editors surveyed on interests, stresses, lifestyles, priorities

Like most stereotypes, that of the hard-working, hard-drinking journalist may not be entirely accurate.

Hard-working, yes. Asked about their lifestyles in a recent survey, the majority of editors said they do put in long hours—10 to 12 hours daily, six days a week, for those under age 36.

Hard-drinking, not really. The vast majority said they do not routinely stop off for a drink after work. Those who said they do are mostly editors of morning newspapers.

These are among the findings contained in "Editors and Their Families," published in October by the Associated Press Managing Editors' Newsroom Management Committee. The 646 in-depth questionnaires—completed separately by editors and their spouses—reveal the interests, pleasures, stresses, lifestyles and priorities of editors.

APME, which could not find comparable surveys of other executives and their families, designed the 137 questions to develop a profile of an editor.

The first section of the two-part report presents highlights of the findings in eight categories: editor and spouse; couples; a.m. and p.m. editors; women editors; editors with working wives; young, middle-age and older editors; editors with health problems; and regrets.

The younger editors said their main outside interest is exercise. But those over 36 said they prefer to spend free time with their families.

Editors of all ages described their family life as "different" because of the long days, pressures and time constraints associated with newspaper jobs. But most said their work makes them better parents, because it gives them more contemporary views and more information to share with their children. And most editors' wives said they would support their husband's commitment to press freedom, even if it meant he had to go to jail.

The prototype editor that emerged from the second section of the report was a white male, married fewer than 20 years, with two children. He was a college graduate between 36 and 55 years old who earned between $25,000 and $35,000 as a managing editor of an afternoon newspaper with a circulation between 25,000 and 30,000.

A limited number of the 31-page reports are available. Contact Robert H. Giles, Gannett Rochester Newspapers, 55 Exchange St., Rochester, N.Y. 14614. □

Clearinghouse responds to press' FOI inquiries

Reporters and editors who need quick answers to freedom of information questions can obtain them by calling the Freedom of Information Service Center and Clearinghouse, established in Washington by The Reporters Committee for Freedom of the Press and The Society of Professional Journalists, Sigma Delta Chi.

Jack Landau, director of the Reporters Committee, says the center has fielded more than 100 inquiries since opening in June.

The center is collecting and analyzing information about federal and state open-records laws and plans to compile data about open-meetings laws next year.

Landau adds that the federal act, used as a model by about half of the 46 states with freedom of information acts, can be helpful in cases where no state guidance is available.

For assistance, contact the clearinghouse at Suite 403, 1125 15th St., NW, Washington, D.C. 20005; (202) 466-6312. □

NEWSPAPER READERSHIP COUNCIL

Readership Project extended 3 more years

The Newspaper Readership Project, designed to increase readership and circulation of daily newspapers, has been extended for another three years, starting in June 1980.

The project is to focus on research; training, particularly in circulation; promotion; public relations; Newspaper in Education; and circulation equipment and systems development.

The NRP was started in 1977 under the direction of the Newspaper Readership Council which includes representatives of ANPA and the Newspaper Advertising Bureau among 16 participating organizations. Hundreds of newspapers have organized local readership committees to boost circulation and readership in their own markets; and, in its first three years, more than 600 newspapers contributed $1.8 million for operation of the project.

According to William H. Cowles III, publisher and president of the Spokane (Wash.) Spokesman-Review & Chronicle and chairman of the NAB, "Since we began the project, circulation has inched up in every report of the Audit Bureau of Circulations." He added that newspaper audience levels also have increased.

It is expected that the co-chairmen of the NRC, Joe D. Smith Jr., publisher of the Alexandria (La.) Daily Town Talk, and Otto A. Silha, chairman of the Minneapolis Star and Tribune Co., will begin fund-raising efforts soon for the second three-year term of the project. Financing after 1983 may be accomplished within the regular ANPA and NAB budgets instead of by means of further, ad hoc contributions. □

Newspapers' goal: A larger slice of advertising pie

By Jack Kauffman

Advertising is a growth industry. Since 1970, advertisers have more than doubled their total spending in all media. Last year, it exceeded $43 billion. This year, the total seems headed for another 12-percent gain and should top $49 billion.

Of course, these figures include a lot of inflation. But there is a lot of real growth, too—about 37 percent. Now we stand on the threshold of another new decade, and the forecasters continue optimistic.

The Newspaper Advertising Bureau, using a moderate inflation factor, projects total advertising expenditures by the year 1990 to $147 billion. Even though this comes down to $49 billion in 1970 dollars, it still represents a 150-percent gain over the 1970 base.

Since the early 1960s, daily newspapers have benefited proportionately from the strong advertising growth trend, because they have maintained a fairly constant share of the total advertising dollar. As a result, they have held on to their position as the dominant advertising medium.

For example, daily newspapers received 29.0 percent of total advertising in the United States in 1965, 29.2 percent in 1970, and 29.0 percent in 1978, although there were some years in that span when the newspaper share reached 30 percent or a fraction more.

This showing is good, but the aim, as always, is to do better.

The newspaper business pursues this objective with a number of specific activities carried out through its sales and promotion arm, the Newspaper Advertising Bureau. The bureau is governed by a board of directors and two plans committees—one for the United States and one for Canada. The NAB Board consists of 46 publishers and other major executives from newspapers of all sizes and regions in the United States and Canada. It concerns itself with newspaper problems and opportunities and guides bureau strategy. The plans committees include top sales executives from the newspaper business who work with the bureau staff to implement current and future sales projects. Each project is tailored to a special need or objective which fits in with the overall industry plan.

The bureau's 1979-80 marketing plan includes 75 projects for this year. But this list by no means sets a limit on bureau activities. Special problems and opportunities invariably surface as the year progresses, and the bureau undertakes a considerable number of projects to meet them.

It frequently happens that a special effort will develop a sales tool that can be applied widely. Such projects are adapted into more generalized presentations—often making them suitable for use by the membership at large as well as by bureau salesmen.

The bureau develops its projects and programs in close association with leading advertising executives from the newspaper business. Two subcommittees are drawn from the overall Plans Committee for this purpose—one to set immediate priorities and the other for long-range planning. The International Newspaper Advertising Executives and the Newspaper Advertising Sales Association also participate in the planning process.

In classified advertising, the bureau works with the Association of Newspaper Classified Advertising Managers and in cooperative advertising with Newspaper Advertising Cooperative Network. It also maintains contacts with the International Newspaper Promotion Association, among others.

Staying close to the people on the firing line in newspaper advertising and promotion keeps the bureau sensitive to the needs of newspapers, the demands of advertisers and the criticisms of competitors.

No doubt, advertising expenditures will continue to expand in response to the increasing need for sales communications.

Jack Kauffman

But there will be a lot of media out there asking for the business, and the daily newspapers' share will not automatically continue at 29.0 percent. It takes a lot of hard and knowledgeable selling just to stay in place.

But staying in place is not enough. And if newspapers are to win a larger slice of the advertising pie, it will require the best efforts of the best minds in the newspaper business. □

Kauffman, president of the Newspaper Advertising Bureau, will be a regular contributor to **presstime.**

Prison educators turn to newspapers

By Robb Deigh

Paul Kenny was 16 years old before he ever picked up a newspaper. Now, three years later, he is learning about history, politics, science, English grammar and vocabulary, mathematics and other subjects through the use of this "textbook" in his adult education classes.

Kenny is serving the third year of a 7-to-20-year term at Camp Hill (Pa.) Correctional Institution, a maximum-security facility.

Newspapers long have been used to teach in schools, but their use as an educational tool in penal facilities is something relatively new.

"Before I came here," Kenny says, "I wouldn't even look at a newspaper. Now I've become interested in a lot of things. I've been following the news about the Middle East, Northern Ireland and the Pope." He added, "You'd be surprised at some of the conversations that come up around here—guys talking about SALT, inflation—they're aware of what's going on outside."

Camp Hill is one of the frontrunners in the program to educate inmates with the help of newspapers. James Wetzler, who taught there from 1972 until 1978, introduced newspapers into the Camp Hill classrooms.

"I found a terrible lack of decent teaching materials," he says. "The institution received discards from the local school districts. The latest social studies textbook had Truman as President!"

The institution receives 50 copies of the weekday editions of The Patriot-News, Harrisburg, Pa., at a reduced rate, through the newspapers' Community Service Department and as part of its Newspaper in Education program—conducted in conjunction with ANPA Foundation. In addition, prison instructors receive teaching guides and attend in-service courses sponsored by The Patriot-News.

"The program would never have gotten off the ground without the newspaper's help," Wetzler says. "I think it does a very good job. Many times a person sent to an institution may have a chip on his shoulder. But through the use of the newspaper, they get a sense of 'Where can I go' and 'Who can I see to keep out of trouble in the future.' It also teaches them a lot about things like job hunting for when they get out."

Although Wetzler is enthusiastic about the use of newspapers in correctional-facilities education, he reports it is not a cure-all. "It doesn't work for everybody, but I like to think it works for a few."

One of the largest roadblocks may be prisoners' attitudes toward newspapers in general. Inmate Kenny explains it this way: "Some people will not look at a newspaper because it said some bad things about them that weren't true. A lot of times guys think it was the newspaper that put them there."

However, Kenny adds that while he was reluctant to read newspapers when he first entered Camp Hill, he gradually developed the habit when teachers began using them as a textbook. "In a prison setup, it's a good thing," he said. "You have a lot of people who dropped out (of school) at an early age, and now that they are in prison, they have a lot of time on their hands."

Kenny, whose formal education ended in the 10th grade, points out what many NIE proponents have claimed about students who read far below their age level. "There are lots of egos in here, and the last thing a guy wants is to be seen carrying around a 5th-grade reader. You can get a lot of ribbing for that."

Wetzler, now with Pennsylvania Department of Education, reports some

Norm Freeman (standing), a teacher at the Camp Hill Correctional Institution, uses the newspaper as an integral teaching tool in inmate classrooms

Deigh is publications specialist for ANPA Foundation.

startling results of the program he founded at Camp Hill. "I've been able to help some students show a growth of two grade levels during a 13-week semester," he says. During five consecutive semesters, the average grade level in overall curriculum of the inmates in the program increased by 1.8 years per semester. "This was a direct result of using newspapers," Wetzler notes.

And Pennsylvania is by no means the only state with such a program.

In Texas, for example, all 15 state penal institutions are being supplied with newspapers for classroom use. "We have more than 25,000 inmates in these facilities," says Wayne Frosh, supervisor of post-secondary education for the Texas Department of Corrections. "About 3,000 are enrolled in college programs and about 10,000 in the primary and secondary levels. We contract with eight different schools for teachers and receive papers from Houston, Dallas, San Antonio and other cities. I know that The Wall Street Journal is used in all of our business courses."

But some states have encountered difficulties in attempting to bring newspapers into prison classrooms.

Martha Van Camp, NIE consultant for the Florida Department of Education, says that while many newspapers there would like to expand their NIE programs into correctional facilities, most newspapers simply do not have the resources to do so. "We've got to come up with some answers--ways to train teachers in this program and give them someone to turn to," Van Camp says. "Prisons must have a teacher who can coordinate the program or a nearby newspaper with a strong NIE program. . . ."

On a national level, organizations such as Literacy Volunteers of America Inc., also are helping to bring the newspaper into the educational systems of correctional facilities. A private non-profit organization based in Syracuse, N.Y., Literacy Volunteers maintains a force of more than 10,000 tutors, 1,800 of whom are assigned to correctional facilities. "The tutors . . . use newspapers to teach current events, English as a second language and comprehension, and they use the want ads to help them understand employment," says Jinx Crouch, director of field services.

In Chicago, the American Library Association is working under federal grants totaling $110,000 to upgrade libraries in U.S. jails and detention centers, according to Connie House, director of the program. She said that a curriculum guide, to be published by the organization next spring, will feature a section on inmate interest in newspapers.

But ultimately, the success of the budding newspaper-in-the-prison-classroom program will hinge on the willingness of newspapers to provide materials and guidance to nearby penal institutions—and the ability of those institutions to fund it.

As Paul Kenny at Camp Hill Correctional Institution puts it, "A lot of guys want to read newspapers, and some even subscribe to their home town papers. But, I'll tell you this—money is kind of hard to come by around here." □

Scholarships, internships available

The Newspaper Fund has announced the availability of 1980 scholarships and internships for minority graduate students and for college juniors.

The minority program is open to minority college students who plan to begin graduate study in the fall of 1980. Application forms for a minimum of 10 $1,000 scholarships and summer internships on major daily newspapers have been mailed to several hundred colleges.

The second program, designed for college juniors interested in becoming copy editors, will include pre-internship training, internships and $700 scholarships. Students selected will work on major daily newspapers and wire-service copy desks for a summer.

Entry deadline for both programs is Nov. 22.

For applications and more information, contact Tom Engleman, executive director The Newspaper Fund, P.O. Box 300, Princeton, N.J. 08540. □

5 scholastic newspapers win Pacemaker Awards

Five high school newspapers have been named winners of the 1979 Pacemaker Awards sponsored jointly by ANPA Foundation and the National Scholastic Press Association.

They are:

- The Valley Spotlight, Valley High School, West Des Moines, Iowa (weekly)
- The Kirkwood Call, Kirkwood High School, Mo. (twice monthly)
- Black and White, Walt Whitman High School, Bethesda, Md. (monthly)
- The Redbird, Loudonville High School, Loudonville, Ohio (mimeographed)
- The Torch, John F. Kennedy Senior High School, Bloomington, Minn. (newsmagazines) □

Louisville newspapers develop NIE games

The Courier-Journal and The Louisville (Ky.) Times have developed a series of 13 newspaper-related games for children as part of their Newspaper in Education program.

The series, titled "Newsplay," is designed to help children learn math and reading skills while becoming more aware of current events. The Newsplay kit contains one game that is ready to play and instructions to make 12 other games.

It is being offered without charge to parents, grandparents and teachers of preschool and elementary children within the newspaper's circulation areas. □

NIE promotion ads compiled

ANPA Foundation has published a 60-page book of advertisements used by Newspaper in Education program managers in the United States and Canada to promote the use of the newspaper as a teaching/learning tool.

The book includes comments by the creators of each ad, and it outlines methods for designing original ads. It also contains examples of workshop and general ads and those aimed at reaching specialized teachers. The book sells for $3 and is available from ANPA Foundation at The Newspaper Center. □

Computer circulation systems

By Stephen E. Palmedo

"To separate sales, marketing and collections from distribution."

"To improve subscriber service, at a lower cost."

"To supply customer data requested by major advertisers."

"To improve our ability to offer pay-in-advance or pay-by-mail."

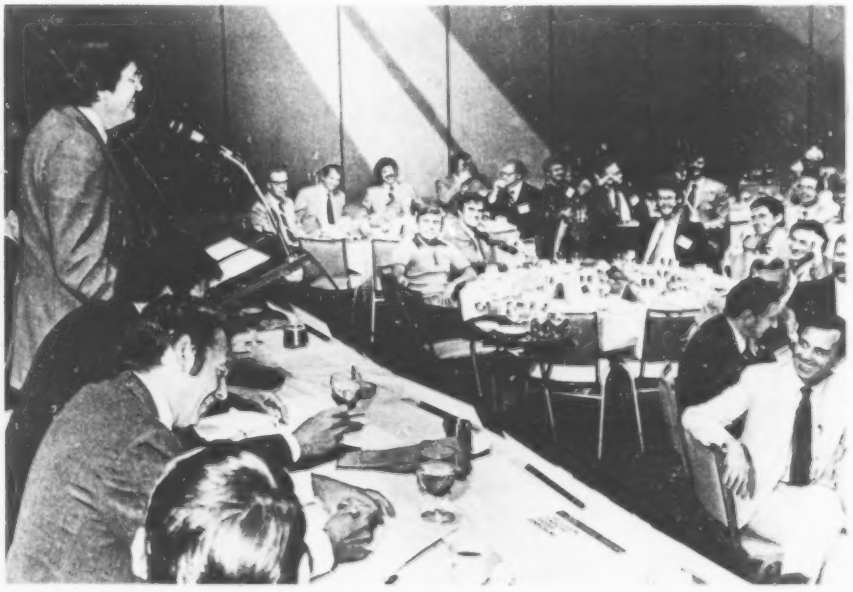
Participants in the first-of-its-kind Circulation Computer Systems Symposium in Dallas last month heard these and many other reasons why newspapers have introduced computers into their circulation departments. The more than 400 publishers, general managers, circulation managers, controllers and data processing managers also shared information on computer hardware and software, costs and mistakes made in computerizing circulation departments.

Palmedo is assistant manager of ANPA's Training Services Department.

There were panel discussions on existing systems, planned systems, the programming of subscriber and non-subscriber lists, improving subscriber services, the logistics of distribution and circulation accounting.

The objectives, costs and sophistication of the various systems described by the panelists varied as widely as the 186 different newspaper companies that participated.

Thomas E. Sims, Knight-Ridder Newspapers' director of information systems, described the complex Hewlett-Packard systems being installed in Knight-Ridder's medium-sized newspapers and the more complex IBM systems for their larger newspapers. In contrast, William Palmer, circulation director at the Roswell (N.M.) Daily Record (circulation 13,400), told participants how he had developed a circulation system based on an inexpensive Level II-48K microcomputer he bought off-the-shelf at Radio Shack.



Uzal H. Martz Jr. of Pottstown (Pa.) Republican addresses symposium

While all presentations included descriptions of hardware and software, the focus was on the non-technical. Panelists described the decisions and planning processes which led to choosing specific systems for their newspapers.

Owen Olson, vice president/administrative services for the Atlanta newspapers, told participants they should not think they were going to install the *last* circulation computer system their newspaper would ever need or want. "Just when you're halfway to where you want to go, you will find you want more, more, more," he said.

Floyd Swoap, controller of the Victoria (Texas) Advocate, recalled that when his newspaper found no existing computer programs suitable for newspaper-circulation use, it contracted with a software vendor because of the vendor's familiarity with the newspaper's existing hardware. This mistake resulted in a significant delay, Swoap said, noting that knowledge of newspaper circulation proved to be much more important than knowledge of computer hardware.

The symposium—cosponsored by ANPA, the International Circulation Managers Association and the Institute of Newspaper Controllers and Finance Officers—also focused on the future of computers in the circulation department.

Virgil J. "Jud" Rogers, assistant general manager of the Shawnee (Okla.) News-Star, described "EDDIE"—Electronic Data Delivery Information Equipment—a system being developed by Stauffer Communications Inc. With EDDIE, delivery vans will be equipped with two "screens"—one for the driver and one for the "throwers." The screens will show a diagram of each block on the route, indicating which houses get which newspaper, magazine or other item to be delivered and telling the driver which direction to turn at the corner.

Charles H. Everill, publisher of the Hamilton (Ohio) Journal-News, noted that the computer allows newspapers to compile a complete and accurate list of

appraised

subscribers and non-subscribers in their market area. Such lists, said Everill, will be the keystone for newspaper marketing in the 1980s. He said newspapers will be using computer circulation systems to offer "targeted" or "segmented" advertising buys and to augment advertising in other media.

Two symposium speakers, Donald A. Nizen, vice president for consumer marketing at The New York Times, and Lee J. Guittar, publisher of the Dallas Times Herald, described the role of the circulation computer system in the marketing strategy of the newspaper.

Nizen explained how the information from the circulation computer system can aid all newspaper departments, from production to editorial. The system at The New York Times, he said, provides instant reports on extra sales resulting from news stories, series or special projects, as well as reports on the effect of late delivery on single-copy sales.

Guittar said the circulation computer system will allow newspapers to respond better to buyer or customer needs and desires, a key factor of the marketing concept. The computer should help get the newspaper to the customer where and when he or she wants it. Research shows that a significant number of regular readers don't want home delivery; the computer should be able to make single-copy sales more efficient, he said.

In the general session on "Making Circulation Computer Systems Work," Terry L. Devassie, state circulation director of the Columbus (Ohio) Dispatch and Citizen-Journal, noted that computers are needed to keep up with today's changing newspaper market. But he observed that not all markets require a subscriber/non-subscriber list and that union contracts with circulation employees may forestall computer systems in some situations.

Cassette tape recordings of all general sessions are available from Mediascope, Box 7676, Atlanta, Ga. 30357; (404) 321-6575. Price of the 11-tape set is $54.95, including postage. □

It's a horse, of course. And it seems only natural that 14-year-old Joy Simpson should deliver newspapers in Virginia, famed for its horse country, while riding bareback. Joy and her dappled Appaloosa "Freckles" have been delivering The Washington Star to subscribers in suburban Oakton, Va., for more than a year. She says the money she earns from her paper route meets the monthly veterinary and feed bills.

Subcommittee marking up independent contractor bill

A congressional subcommittee has begun to mark up legislation that could affect newspapers' relations with their independent contractors.

The new bill is described as a compromise between the Treasury Department's controversial proposal for a 10-percent withholding tax on independent contractors, and another bill designed to prohibit the Internal Revenue Service from classifying such individuals as "employees" for withholding purposes **[presstime,** October, page 12].

The bill, HR 5460, is sponsored by Rep. Dan Rostenkowski (Ill.), chairman of the Select Revenue Measures Subcommittee of the House Ways and Means Committee. It includes the 10-percent withholding provision but provides three exceptions.

One would cover "buy-sell" arrangements where the supplier provides no remuneration to the independent contractor. Another exception would be allowed if the contractor certified that services were performed for five or more unrelated businesses. In the final exception, withholding would not be required if the contractor certified that it would result in excessive withholding. □

Newspaper sues over strike paper

By Clark Newsom
presstime labor writer

In what is believed to be an unprecedented action, The Wilkes-Barre (Pa.) Times Leader has filed a breach of contract suit in federal district court seeking to recover damages suffered from publication of a union strike paper.

The Times Leader charges that the strike paper known as the Citizens' Voice "is intended to be an ongoing and perpetual business venture" which competes directly with The Times Leader for advertising and circulation revenues.

Newspaper Guild Local 120, Pressmen's Local 137, Stereotypers' Local 139 and Typographical Local 187 struck The Times Leader Oct. 6, 1978. The strike paper appeared three days later.

Defendants in the complaint include the four unions, the Wilkes-Barre Council of Newspaper Unions Inc., two international unions—The Newspaper Guild and the International Printing and Graphic Communications Union—and eight union leaders.

The Oct. 3, 1976-Sept. 30, 1978 contract with the Guild contained a so-called "evergreen" clause providing that "the terms and conditions of this agreement shall remain in effect during such negotiations (for a new contract)."

The 1976-78 Guild agreement also contained an "outside-activity" clause prohibiting employees from performing services "for publications in direct competition with the Publisher."

The complaint notes that the strike "was and is being engaged in by Times Leader employees who were and are members" of the four striking unions.

Several weeks prior to the strike, certain pre-incorporation activities were undertaken by union members and others to enable production and distribution of the Citizens' Voice. During that time, a union representative announced at a rally the formation of the Council of Unions and plans for publishing the strike paper.

The Council of Unions publishes and distributes the Citizens' Voice, utilizing editorial and commercial employees represented by the Guild and production employees represented by the other three unions.

The suit alleges that the Guild and certain Times Leader employees it represents "did knowingly, willfully, and flagrantly" breach and violate the labor agreement's outside-activity clause.

The Times Leader, according to the suit, "has lost revenue from advertisers, subscribers and single-copy purchasers, has incurred increased distribution expenses, has incurred expenses of locating, employing and training replacement personnel, has incurred legal expenses and has otherwise been injured in its business and property which injury is irreparable and continuing, and for which Times Leader has no adequate remedy at law."

The Times Leader earlier had filed a charge with the National Labor Relations Board alleging that the Guild had violated the outside-activity clause, but the NLRB deferred to arbitration. On the first day of the arbitration hearing, the parties agreed to adjourn the proceeding pending disposition of the union's motion to dismiss the lawsuit and any counter-motions filed by The Times Leader.

In a related case, the NLRB recently denied The Times Leader's request for a declaratory order which would clarify the obligation to bargain under the circumstances and also to resolve the issue of whether the unions involved in publishing the Citizens' Voice could properly retain their status as bargaining agents for employees of the Times Leader *(Wilkes-Barre Publishing Co., 245 NLRB No. 117, Sept. 28)*

(Wilkes-Barre Publishing Co. v. Newspaper Guild of Wilkes-Barre Local 120 et al., Civil Action, USDC MD Pa.) □

NLRB judge recommends bargaining in Fort Wayne

An administrative law judge has recommended that the NLRB order Fort Wayne (Ind.) Newspapers Inc., agent for The Journal-Gazette and The News-Sentinel, to bargain with the union representing mailroom employees.

Typographical Union No. 78 was certified in 1974 as representative of the employees following an NLRB-conducted election. The most recent collective bargaining agreement expired in June 1978.

In September 1978, the company filed an "RM" (employer) election petition with the NLRB claiming a good faith doubt of the continued majority status of the union. Fifteen of the 26 unit employees had informed the company in writing that they no longer desired representation by the union.

The union then filed charges with the NLRB alleging that the company had violated Section 8(a)(1) of the Taft-Hartley Act by soliciting employees to sign the petition against the union and by promising employees economic benefits if they signed. It also was alleged that the company had refused to bargain in violation of Section 8(a)(5).

Administrative Law Judge Irwin H. Socoloff found that the mailroom foreman had unlawfully solicited two employees to sign the petition against the union. In addition, Socoloff ruled, the foreman had conditioned employment of another individual upon her promise not to join the union.

The company therefore violated Section 8(a)(1) through the actions of its supervisor, according to the judge. He concluded that the anti-union petition was "tainted" and could not serve to justify the company's refusal to bargain.

(Fort Wayne Newspapers Inc. and Fort Wayne Typographical Union No. 78, ITU, JD-692-79) □

Newsroom, mechanical units split

Separate groups of newsroom and mechanical employees were found to be appropriate units for collective bargaining in a recent NLRB decision directing elections at the Clarksville (Tenn.) Leaf-Chronicle.

The case arose from a petition filed by Nashville Typographical Union No. 20 (ITU) seeking an election in an overall unit of newsroom, composing room, camera room, pressroom and mailroom employees.

A three-member NLRB panel found "this to be a proper case for joinder of all the mechanical departments," noting that "one traditional basis for separate craft units has been eliminated by the merger in 1978 of the Mailers Union (IMU) with the International Typographical Union."

In addition, the panel said, the fact that the company planned to transfer platemaking to the camera room "further blurs craft lines."

Employees in the various production departments "do not comprise sufficiently well-defined functionally distinct groups so as to overcome the community of interest that they share," the board concluded.

The company owns a number of weekly newspapers around Nashville and in various county seats throughout middle Tennessee. All are printed in Clarksville.

In considering the proper scope of the editorial unit, the board agreed with the union that the editorial and so-called dual-function employees at the outlying weekly newspapers should not be included in a unit with the newsroom employees of the Leaf-Chronicle because they did not share a sufficient "community of interest."

"The proposed unit employees at the outlying papers rarely, if ever, see each other or Leaf-Chronicle newsroom employees," the board noted. "They are separately supervised and produce a separate product."

In ruling on the supervisory status of certain newsroom employees, the board found that the assistant news editor and the makeup editor were supervisors and excluded them from the unit; however, the board said the evidence was insufficient to establish the supervisory status of the feature editor, and she was included in the unit.

In the mechanical unit, the day and night mailroom foremen and two pressroom shift foremen were excluded. Four employees in the composing room were found to be "leadpersons" rather than supervisors and were included in the unit.

(In the Oct. 17 election, employees in the newsroom voted 7-5 against the union, and employees in the mechanical unit voted 44-42 in favor of the union.)

(Leaf-Chronicle Company and Nashville Typographical Union, Case 26-RC-5981, 244 NLRB No. 172) □

Headline sparks stoppage

Paper handlers of Irish ancestry, infuriated by a headline in the first edition of the Oct. 17 New York Post, refused to work during the early morning hours that day.

"The Irish Are Pigs, Says Princess Meg," the front-page headline said, referring to Princess Margaret's alleged dinner-party remark to Chicago Mayor Jane Byrne.

The matter became a dead issue while Patrick Flannery, president of Paper Handlers and Sheet Straighteners' Union No. 1, was conferring with management officials. The headline on the next edition had been modified to read: "Princess Meg's Shocker: She says the Irish are 'pigs.'" The eight paper handlers then returned to work.

Newspaper ordered to bargain, give information to union

The NLRB has directed the Beverly (Mass.) Times to bargain with Local 776 of the International Printing and Graphic Communications Union and to furnish the union with certain requested information.

The union was certified in March 1979 to represent a unit of pressmen and platemakers after the company's objections to a December 1978 representation election were dismissed.

The company's refusal to recognize and bargain with the union was, in effect, a challenge to the NLRB's certification of the union. A three-member panel of the NLRB, however, found the company had not raised any issue "properly litigable" in the unfair labor practice proceeding.

"In order to insure that the employees in the appropriate unit will be accorded the services of their selected bargaining agent for the period provided by law," the board panel said, "we shall construe the initial period of certification as beginning on the date Respondent commences to bargain in good faith with the union as the recognized bargaining representative in the appropriate unit."

The company was ordered to supply the union, upon request, with rates of pay, dates of employment and classifications of all covered employees, lists of fringe benefits and their cost, "and all other information necessary for and relevant to the union's performance as the exclusive representative" of the employees in the unit.

(Beverly Times Division of Essex County Newspapers Inc. and Local No. 776 IPGCU, 245 NLRB No. 74) □

EEOC extends deadline

For the third time, the Equal Employment Opportunity Commission has extended the deadline for filing the 1979 Employer Information Report EEO-1.

Originally due March 31, the deadline was extended first to June 30 and then to Oct. 31. The report is now scheduled to be filed by Nov. 30. □

NLRB dismisses complaint against Detroit Free Press

A three-member NLRB panel has agreed with an administrative law judge that the Detroit Free Press did not unlawfully discipline two pressmen for engaging in a work stoppage.

Charges in the case were filed by the two individuals [ANPA Labor and Personnel Relations Bulletin 6531, p. 158].

The labor agreement with Newspaper Printing and Graphic Communications Local 13 provides that "no employee or employees shall engage in any walkout, strike or boycott . . ."

The pressmen were disciplined for refusing to work until a "safe" button was repaired. The fact that the safe button was inoperative did not create "an abnormally dangerous condition," the NLRB found.

(Detroit Free Press Inc., 245 NLRB No. 52) □

Denver Post loses in appeal to NLRB

The NLRB has ordered The Denver Post to post a notice stating that none of its supervisors will tell a union steward that another supervisor does not like him or her because of the steward's union activity.

A three-member panel of the NLRB adopted an earlier ruling by an administrative law judge that such conduct violates Section 8(a)(1) of the Taft-Hartley Act [ANPA Labor and Personnel Relations Bulletin 6532, p. 179].

Charges in the case were filed by a janitorial employee who was a steward for Newspaper Guild Local 74.

The panel dismissed other allegations in the complaint which charged that the steward had been reprimanded, given less desirable work duties and suspended because he was a union steward.

(The Denver Post Inc. and Maestas, An Individual, 245 NLRB No. 14) □

NLRB elections

Buffalo (N.Y.) Courier-Express, Guild: "Inside" circulation employees voted 20-10 in an October election in favor of representation by The Newspaper Guild. The union already represents employees in the editorial and "outside" circulation departments.

(NLRB Case No. 3-RC-7538)

Middletown (N.Y.) Times Herald-Record, ITU: Composing room employees voted 21-2 in a late September election against further representation by the Typographical Union. The union was certified as bargaining agent in 1974 following an election in which the employees voted 42-6 in favor of the union.

(NLRB Case No. 2-RM-1862)

Wilkes-Barre daily upheld in dispute with Guild over pay during negotiations

Arbitrator Robert F. Koretz recently ruled that a dispute between the Wilkes-Barre (Pa.) Times Leader and The Newspaper Guild over pay for time spent in collective bargaining was not arbitrable.

"While the issue is a close one," Koretz said, "I am convinced, upon my consideration of the relevant contractual provisions, that the company's position is correct and that the issue is not arbitrable."

The dispute arose in July 1978 when the new owners of the newspaper, while preparing for negotiations, became aware of a prior practice of compensating employees engaged in collective bargaining and proposed to the union that the practice be discontinued.

The parties discussed this proposal but were unable to resolve the "ground rules" for new contract negotiations.

In August 1978, the company and union met for the first time in negotiations but continued to disagree over compensating employees. The following month, the union filed its grievance, and the arbitration proceeding ensued.

(The Guild and other unions struck the newspaper in October 1978 over new contract terms.)

In his ruling, Koretz noted that the contract provided for arbitration of "any matter arising from the application of this agreement (except renewal of this agreement). . . ."

"Accordingly," he said, "the question is whether the present matter is such a matter."

He found "absolutely nothing in the language of the agreement which governs the matter."

The subject did not "arise from the application of this agreement," he concluded.

"Considered in context, it is my opinion that the quoted language is limited to matters which are governed expressly or by reasonable implication by the language of the agreement and not to matters which, as here, allegedly constitute a practice which is a separate enforceable condition of employment not derived from the express language of the agreement.

"It is concluded, then, that the grievance is not arbitrable. It follows, of course, that no determination is made as to the merits of the dispute and that, as the company states, the matter is a subject to be resolved through negotiations." □

Guild and ITU will hold merger meeting this month

The presidents of The Newspaper Guild and the International Typographical Union have announced that their merger committees will meet Nov. 5-9 in Colorado Springs, Colo.

It will be the first joint meeting since late July and the 11th since the August 1977 ITU convention.

The 1979 conventions of both unions called for accelerated efforts to complete a merger proposal [**presstime**, October, page 32]. □

Strikers keep job guarantees

Composing room employees who engaged in a sympathy strike at the Sacramento (Calif.) Bee during a strike by mailers did not forfeit their contractually-guaranteed lifetime jobs, Arbitrator William Eaton decided in a recent award.

The Sacramento Bee continued publication and distribution after the mailers struck in April 1978. Most of the printers refused to cross the picket line of the mailers.

"The crucial language in this dispute is contained in the 1973 scanner agreement," Eaton said. "That language provides that, in case of a 'strike,' the employment guarantee will cease, and the continuance of the scanner agreement will be contingent upon the terms of a 'negotiated strike . . . settlement.' The combined reference to a 'strike' and a 'negotiated' settlement clearly implies a primary strike in which the terms of a collective bargaining agreement are in dispute. If something more is meant, the employer in this dispute bears the burden of proof."

In the scanner agreement, he concluded, "reference is clearly made to a primary strike situation, whereas reference is not clearly made to the honoring of the picket line of another union. Similarly, the references made during negotiations of the 1973 agreement . . . also clearly related to a primary strike, but did not clearly relate to the honoring of a picket line of another union.

"The value of an agreed upon lifetime guarantee of work is readily apparent. Where such a benefit is to be deleted or withdrawn such action must have clear contractual sanction. The employer in this dispute has been unable to demonstrate that such sanction was intended by the parties or that it presently exists." □

Newspaper upheld in dispute with ITU over past practice

Arbitrator John E. Wolf recently ruled that The York (Pa.) Dispatch did not violate its labor agreement with Typographical Union No. 242 by changing certain "slide" or off days.

According to the union, the company's action resulted in six employees being compelled to accept less-desirable situations contrary to past practice, the provisions of the labor agreement and the ITU General Laws.

The company contended that neither the local contract nor the union's laws allowed employees to permanently claim situations with preferred, off days or nights.

While there was a history of unchanged work schedules, the company denied that a binding past practice existed.

The arbiter, agreeing with the company, said that without an unequivocal mutual intent and understanding it would be improper to permit the simple existence of a particular way of doing things "to forever restrict management in the proper direction of the enterprise."

In addition, he found nothing in the contract or the union's laws which prohibited changes in schedules.

"The desire of any senior employee to retain a favorable, preferred situation is understood, but an argument that although a foreman may have the right to open up new off days that he can then no longer close them does not seem realistic and it is not supported by contract terms," he said.

"Finally," he concluded, "the General Laws do contain provisions which preclude a foreman from arbitrarily changing the work force from day to day, but this is not what has happened here. No contract provisions pertain that deny the company the right to do what it did and for an arbitrator to declare that they do by inference would be an improper intrusion in the collective bargaining process.

"Also, as already commented, although certain off day and off night situations may have existed for a long time, the conditions as they pertain here are not such as to warrant the conclusion that a binding practice as generally understood was created. Further, the action of the company was neither arbitrary nor capricious and therefore for the reasons given and as explained in the foregoing it is necessary to deny this grievance." □

Lack of 'final warning' voids discharge

A clerical employee in the accounting department of The Washington Post was improperly terminated because she did not receive a "final warning," Arbitrator Nicholas H. Zumas concluded in a recent decision.

"There is nothing in this record to suggest that grievant knew or should have known that her termination was imminent," he said.

Represented by the Washington-Baltimore Newspaper Guild, the grievant was awarded reinstatement with pay for all time lost, less deductions for outside earnings.

The company contended that the employee had been given ample notice, orally and in writing, that her job was in danger. Zumas, however, agreed with the union's contention that the company's failure to apply progressive discipline or to issue a final warning "voids the discharge."

There were valid and sufficient grounds for the employee's discharge, Zumas found, but "the company failed to afford grievant the simple due process elemental in the law of the shop: sufficient and final warning or notice that unless performance and attitude improve, discipline, including discharge, will be imposed. This is so basic to the concept of 'good and sufficient cause' that absent it a grievance must be sustained even if there are valid grounds otherwise." □

Implementing an effective hearing-conservation program

The recent decision by the Occupational Safety and Health Administration to make audiometric testing an integral part of an effective hearing-conservation program should encourage all newspaper executives to re-examine the practices in their plants for complying with noise regulations.

Federal regulations, as established by OSHA in 1970, state that an effective hearing conservation program *must be administered when sound levels exceed permissible noise exposure levels. Therefore, each newspaper must first determine, through an in-plant survey, if employees are exposed to noise levels that exceed permissible limits.* Once the in-plant study has been completed, management will be able to determine if a hearing-conservation program will be required.

As shown in Table 1, permissible noise levels are those which are considered the maximum for daily sound exposure and which apply to continuous noise intervals of one second or more. The standards are expressed in decibels on the "A scale"—a frequency scale incorporated into sound-level meters. The decibel levels must be measured at slow response.

This article was prepared by ANPA/RI Environmental Coordinator George R. Cashau and **presstime** *Technical Writer Sandra L. Puncekar.*

Permissible noise levels are based on a 5 dBA doubling effect. In other words, as the noise increases by 5 dBA, the allowable exposure time decreases by one-half. Therefore, at 90 dBA, eight hours of exposure are permissible; at 95 dBA, four hours; at 100 dBA, two hours; and so on.

Table 1

Permissible Noise Exposure Levels

Duration per day, in hours	Sound level dBA
8	90
6	92
4	95
3	97
2	100
1-1/2	102
1	105
1/2	110
1/4	115

NOTE: Extrapolation of this table is permitted. For example, at 91 dBA a worker would be allowed 7 hours of exposure without hearing protection.

However, when daily exposure consists of two or more periods at different noise levels, the combined exposure levels must be determined. The number of hours exposed versus the number of hours allowed must be considered for each noise level, and the sum of each of these levels may *not* exceed 100 percent.

An example of this equation follows:

A worker is exposed to 92 dBA for four hours, 95 dBA for two hours, and 90 dBA for two hours. What is his accumulated exposure for an eight-hour day?

$$\text{at 92 dBA } \frac{\text{4 hours exposed}}{\text{6 hours allowed}} = 0.67$$

$$\text{at 95 dBA } \frac{\text{2 hours exposed}}{\text{4 hours allowed}} = 0.50$$

$$\text{at 90 dBA } \frac{\text{2 hours exposed}}{\text{8 hours allowed}} = 0.25$$

$0.67 + 0.50 + 0.25 = 1.42$ or 142 percent.

At an accumulated exposure time of 142 percent, this worker would be considered overexposed, even though he or she had *spent less time at each noise level than the regulation allows.*

In-plant noise survey

To determine the noise exposure levels for a newspaper plant, a comprehensive study must be performed in each area where high sound levels are suspected. This survey should include the pressroom and reelroom, as they are likely to have the highest levels of noise.

This study should measure not only the amount of noise produced by the machinery but also the amount of exposure received by the employee.

To perform this study, newspapers may wish to retain a professional who is both experienced in the use of sound-monitor-

ing equipment and is familiar with newspaper operations.

ANPA/RI employs specialists in environmental matters who have performed noise surveys for more than 200 newspapers. They are available to ANPA members for the standard Technical Advisory Service fee of $200 per day per engineer for in-plant time, plus out-of-pocket and travel expenses.

No matter who is chosen to perform this study, management should at least be aware of the equipment and procedures used for the survey.

A calibrated sound-level meter—Type 2 or Type 1—will be needed for a sound survey. Type 2 is a general-purpose meter with accuracy to plus or minus 2 dBA.

Author Cashau demonstrates dosimeter; pressman wears "canal caps" hearing protector

Type 1 is a precision meter with accuracy to plus or minus 1 dBA.

These sound-level meters usually are equipped with A, B and C weighting networks. Federal regulations state that noise should be measured on the A network (or scale) at slow response because it provides measurements for sound-pressure levels similar to those detected by the human ear.

Sound-level meters are used to measure noise and are pressure-activated devices which can adjust the frequency response to approximately that of the human ear.

Octave-band analyzers can be incorporated into sound-level meters to measure the sound-pressure levels at selected frequencies. This is done to isolate the predominant frequency or frequencies of noise and to assist in the selection of the hearing protectors for employees.

A noise dosimeter should be used for each individual to be tested for noise exposure. This is a small digital readout device worn by an employee to record his or her total noise exposure during work periods. Used in conjunction with a sound-level meter, it aids in documenting the data calculated from the time and motion study, which is performed as part of the noise survey.

A good noise survey should include:

- *A thorough study of each newspaper operation in order to determine peak operating conditions that create the highest noise levels.* For example, by examining the length of time and speed for each press run, and then measuring the noise created during the longest run at the highest speeds, the peak level of noise and noise dosage in the pressroom can be measured.

- *A "sound-profile" drawing in which the area to be surveyed has been sketched on paper.* The drawing should include the general dimensions of the room; the location of doors, windows, tables, etc.; the location of the equipment within the room (such as a press); the name, model and serial number of the test equipment (such as the sound-level meter); the name of the individual taking the measurements; and the location of adjacent areas near the work stations.

- *A Type 2 (or Type 1) sound-level meter to measure the amount of noise produced by the machinery as well as the exposure received by the employee at his or her work and non-work stations.* Sound-level readings should be taken periodically throughout the entire shift and should be compared to the amount of time each individual is exposed to noise based on work records, tachometer sheets, etc. A time and motion study should be conducted that records the amount of time the employee is exposed to each level of noise.

- *The wearing of a noise dosimeter during the entire test period by each employee being measured for exposure.* This will record the full noise dosage received —information which will back up the exposure data calculated from the sound-level meter readings and the time and motion study.

Once the noise survey has been completed, the maximum exposure of any production worker can be calculated by taking the number of hours exposed against the number of hours *allowed for each noise level*. The sum of these levels may not exceed 100 percent.

If any employee's exposure exceeds the 100 percent level, then the newspaper is obligated by law to implement an effective hearing-conservation program, including audiometric testing procedures.

If the noise exposure levels for all employees are less than 100 percent, then the newspaper has fulfilled its obligation to its employees and the federal government; it does *not* have to implement a hearing-conservation pro-

gram or the audiometric-testing procedures. *However, a new survey should be conducted any time additional equipment is acquired or a change in process (such as stereotype to plastic plates) is instituted.*

Hearing-conservation program

Once management has verified that the in-plant noise levels exceed permissible limits, a carefully planned hearing-conservation program should be implemented.

The following guidelines can be useful in the development of a hearing-conservation program.

1. *Select the proper hearing protectors and assist employees in adapting to them.* The most commonly used hearing protectors are ear muffs or plugs.

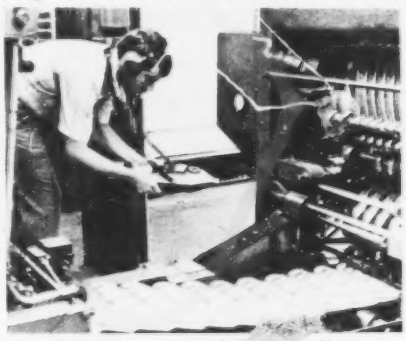
In order to choose the type that will give the best protection from the noise emitted by the equipment, octave-band measurements should be taken in the high-noise area with a Type 1 sound-level meter with octave-band analyzer. This device will measure noise levels at different frequency ranges. If high-noise dosages are suspected while the initial sound survey is being taken, then octave-band measurements should be performed at that time. By comparing the noise levels at particular frequency ranges obtained in the survey, to the attenuation values specified by manufacturers for their personal protective equipment, ear muffs and/or plugs which give the maximum amount of protection can be chosen. The National Institute for Occupational Safety and Health has issued a booklet, *A List of Personal Hearing Protectors and Attenuation Data* (HEW Publication No. 76-120), which contains information from manufacturers and suppliers on models and types of hearing protectors as well as average attenuation values with standard deviations.

The average cost of ear muffs will be from $7.50 to $15 per pair, while ear plugs may cost from 25 cents (for the disposable type) to $25 (for custom-fitted).

Once it has been determined what type of ear muffs and/or plugs will offer the best protection, ask the manufacturer to provide samples of several different styles and colors.

Next, present these samples to the employees. Describe the basic fundamentals of noise and the purpose in using hearing protectors. Explain that this program is a health benefit which will help to ensure that employees will not develop a noise-induced hearing problem. Management may wish to use some of the many excellent films or pamphlets that are available from government agencies and the National Safety Council which illustrate the effects of noise and the purpose of hearing protectors.

Carefully explain the merits of each type of ear muff and/or plug presented. Remember that some employees may not be able to wear certain models due to physical characteristics. Allow each employee to select the type of ear muff or plug that he or she would like to wear.



Taking sound-level meter reading

Demonstrate to each employee how to wear, clean and care for the protectors.

For example, an employee who chooses ear muffs should receive instructions on adjusting the headband and placing the "seat" of the protector over the ear.

Protectors should be cleaned with soap and water and safely stored in an area free from ink mist or paper dust.

Be sure that employees are aware that this equipment is *personal* and should be worn *only* by the individual to whom it was issued.

Keep several extra pairs in storage in case a unit is damaged, a new employee is hired or an employee is transferred to a high-noise area.

Arrange for periodic inspections of all hearing protectors and replace all defective parts.

Obtain disposable hearing protectors for visitors to wear when entering high-noise areas.

2. *Develop a written policy.* The newspaper's position on hearing protection should be clearly stated in a written policy distributed to the employees. Include the newspaper's responsibility in enforcing the use of hearing protectors, and explain that it is management's *responsibility* to enforce their use, because the government holds the company responsible in this area. Therefore, in order to protect the employee and the company, explain the type of penalties that will be imposed on employees who do not wear the personal protective equipment provided.

Make it clear that federal regulations instruct employees to obey all of the safety policies adopted by the company.

3. *Post signs.* In high-noise areas, post signs bearing the message, "Hearing protectors must be worn during the operation of the equipment." Make it clear that this applies to *all* persons entering a high-noise area.

4. *Establish an audiometric testing program.* Periodic audiometric testing is necessary to monitor the effects of noise on employees. It is also a safeguard, because hearing problems unrelated to noise can also be detected.

An audiometric testing program can be accomplished in-plant, at a hospital or clinic, or in a mobile van provided by reputable companies. Any of these three methods is acceptable *so long as the criteria outlined are met.*

The necessary equipment and training for an employee to perform *in-plant testing* will cost approximately $5,700. This figure includes the purchase of an audiometer, a sound booth and 20 hours of basic training in audiometric testing for an individual. The major advantage of this type of program is that employees can be tested in an orderly manner, without interference in work schedules.

Hospitals or clinics that contain audiometric testing facilities will charge a nominal fee ($15 to $20) for each individual tested. This method, however, may create problems in scheduling of employees, due to the recommended 16-hour rest period.

When using a mobile van provided by a reputable firm, the company often requests that the tests be performed in one or two days. Cost is usually $6 to $15 per person. This method may also pose a scheduling problem. Manual testing is preferred over automatic because of greater accuracy and reliability.

Be sure that the persons selected to test the employees are certified audiometric technicians or medical professionals such as audiologists or otolaryngologists. They will apply the correct testing technique, take proper audiograms and keep careful records according to government regulations.

The audiometer used should conform to the standards established by the American National Standards Institute—Specifications S3.6-1969. It should be calibrated by a qualified individual not more than one year prior to the date of testing. The audiometer should be carefully checked to be sure that it is operating properly. This is accomplished through a "daily" or "physical" check in which the technician examines the instrument to be sure that the volume control is working; that signals are being emitted at all frequency ranges; etc. A "biological" check of the instrument should also be performed by retesting an individual or individuals whose previous audiograms indicated good hearing, and by examining the new audiograms against the previous ones to be sure the latest test results are accurate.

All testing with the audiometer should be at frequencies that conform to government specifications. If the testing is to be done in-plant, the sound booth must conform to ANSI Specifications S3.1-1960 (R-1971) for ambient noise levels. To determine if the specificatons will be met, a Type 2 (or Type 1) sound-level meter with octave-band analyzer should be used to measure the noise within the area.

According to the new federal guidelines, in an audiometric testing program, an employer must:

- Obtain baseline audiograms on employees who are overexposed to noise.
- Obtain periodic audiograms.
- Have the audiograms analyzed for significant threshold shifts (20 decibels or more at a frequency).
- Retest employees who have shown a significant threshold shift or refer them for medical evaluation.

If the significant threshold shift is confirmed:

- refer the employee for medical evaluation;
- advise the employee;
- log the "injury" on OSHA Form 200.

ANPA/RI recommends newspapers also take the following steps in establishing such a program:

- conduct initial (baseline) audiograms on all employees who are exposed to noise above permissible limits. Tests should be given to an individual *after* a 16-hour rest period. This rest period should *not* include the time in which a person has worn ear muffs or plugs. After the initial test, audiograms should be given at least once a year.
- have a competent audiologist or physician review and interpret all audiograms.
- conduct a comprehensive personal

Manufacturers index

Ear muffs

Bausch and Lomb
1400 N. Goodman St.
Rochester, N.Y. 14602

Bilsom International Inc.
11800 Sunrise Valley Drive
Reston, Va. 22091

David Clark Co. inc.
360 Franklin St.
Worcester, Mass. 01604

Glendale Optical Co.
130 Crossways Park Drive
Woodbury, L.I., N.Y. 11797

Mine Safety Appliances Co.
600 Penn Center Blvd.
Pittsburgh, Pa. 15235

Rockford I.C. Webb Inc.
301 N. Madison St.
Rockford, Ill. 61110

Safety Products Division
American Optical Corp.
14 Mechanic St.
Southbridge, Mass. 01550

Sellstrom Manufacturing Co.
Sellstrom Industrial Park
257 S. Hicks Rd.
Palatine, Ill. 60067

Tasco Corp.
37 Tripps Lane
East Providence, R.I. 02914

Willson Products Division
ESB Inc.
P.O. Box 622
Reading, Pa. 19603

Ear plugs, molds, inserts

Adco Hearing Conservation Inc.
1558 California St.
Denver, Colo. 80202

Apex Safety Products
P.O. Box 250
Sanford, N.C. 27330

E-A-R Corp.
7911 Zionsville Rd.
Indianapolis, Ind. 46268

Flents Products Co. Inc.
14 Orchard St.
Norwalk, Conn. 06850

Hear Inc.
732 NW 19th Ave.
Portland, Ore. 97209

Insta-Mold Prosthetics Inc.
430 N. 6th St.
Philadelphia, Pa. 19123

3M Company
Occupational Health and Safety Products
3M Center
Building 220-7W
St. Paul, Minn. 55101

Norton Co.
Safety Products Division
2000 Plainfield Pike
Cranston, R.I. 02920

United States Safety Service Co.
1535 Walnut St.
Kansas City, Mo. 64108

Zee Medical Products Co.
2801 Kelvin Ave.
Irvine, Calif. 92714

Sound-level meters

Advanced Acoustical Research Corp.
1211 Stewart Ave.
Bethpage, N.Y. 11714

B & K Instruments Inc.
5111 W. 164th St.
Cleveland, Ohio 44142

Columbia Research Laboratories Inc.
McDade Blvd. and Bullens Lane
Woodlyn, Pa. 19094

DuPont Co.
Applied Technology Division
Wilmington, Del. 19898

Edmont-Wilson Division
Beckton, Dickinson, & Co.
1300 Walnut St.
Coshocton, Ohio 43812

GenRad Inc.
300 Baker Ave.
Concord, Mass. 01742

Pulsar Instruments Inc.
650 Vaqueros Ave. B
Sunnyvale, Calif. 94086

Quest Electronics Div.
La Belle Industries Inc.
510 S. Worthington St.
Oconomowoc, Wis. 53066

Scott Instrument Laboratories
533 Main St.
Acton, Mass. 01720

Simpson Electric Co.
853 Dundee Ave.
Elgin, Ill. 60120

Information

To obtain HEW Publication No. 76-120:

National Institute for Occupational Safety and Health
Parklawn Building
5600 Fishers Lane
Rockville, Md. 20852

To obtain literature or further information:

American Conference of Governmental Industrial Hygienist
P.O. Box 1937
Cincinnati, Ohio 45201

American Industrial Hygiene Association
475 Wolf Ledges Parkway
Akron, Ohio 44311

Bureau of National Affairs Inc.
1231 25th St., NW
Washington, D.C. 20037

Environmental Protection Agency
Waterside Mall - West Tower
401 M Street, SW
Washington, D.C. 20460

National Institute of Environmental Health Association
P.O. Box 12233
Research Triangle Park, N.C. 27709

Occupational Safety and Health Administration
200 Constitution Ave., NW
Washington, D.C. 20210

history of the individuals tested, including childhood diseases, medications, hobbies, etc.

- retest all employees who show a significant threshold shift (20 decibels or more at one frequency). Advise those employees to obtain further medical assistance. Express the company's concern for the individual's welfare and explain steps that will be taken to prevent further hearing loss. Log the "injury" on OSHA Form 200. Include in the worker's file all physician reports and diagnoses, as well as the tests performed.

One advantage of audiometric testing, as demonstrated by ANPA/RI specialists in court cases, is that it can be a useful tool in proving the effectiveness of a hearing-conservation program. Also, it has been shown not to create any significant increase in compensation claims.

5. *Continue to keep abreast of the new techniques for reducing noise by engineering controls.*

6. *Ensure that all new employees and transfers to high-noise areas receive the initial audiogram.*

7. *Make sure that all new equipment is monitored with a sound-level meter.*

8. *Document carefully all portions of the hearing-conservation program and keep such records on file.*

A hearing-conservation program is necessary because no newspaper plant has been successful in reducing its high-noise levels to an acceptable level through administrative or engineering controls. To date, the courts have upheld all newspapers that have litigated this position.

Therefore, it is essential that newspapers develop a hearing-conservation program, not only to protect their employees, but to demonstrate their "good faith."

ANPA/RI recommends that newspaper managers know the engineering control possibilities, as OSHA rules consider this the primary method of reducing noise. See R.I. Bulletin 1283, Feb. 21, 1978.

The Research Institute also offers special services for ANPA members with noise problems, including expert testimony for newspapers that have been cited by OSHA inspectors. Contact George R. Cashau, environmental coordinator, at the ANPA Research Institute, P.O. Box 598, Easton, Pa. 18042; (215) 253-6155. □

No new printing process soon, manufacturers tell newspapers

The general trend to offset printing in the newspaper business will continue, and no new printing process will be developed in the foreseeable future.

That was the consensus of views expressed by representatives of six major newspaper press manufacturers who met with an ANPA committee of newspaper publishers and production experts Oct. 15-16 in Houston to discuss newspaper needs and the manufacturers' plans for the future of the newspaper printing process.

While no major newspaper printing breakthrough was predicted for the near term, several companies announced new press design projects.

The manufacturers made their separate presentations to the ANPA Special Press Design Committee established earlier this year by the ANPA Board of Directors in response to the feeling in the newspaper business that development of a new concept in press design is of great importance for the future of all newspapers. ANPA Chairman and President Allen H. Neuharth instructed the Committee to work with engineers at the ANPA Research Institute on new press concepts and to urge press manufacturers to give higher priority to a lightweight press of new design.

While no major newspaper printing breakthrough was predicted . . . several companies announced new press design projects.

Committee Chairman Richard J.V. Johnson of The Houston Chronicle said that at the meeting with manufacturers, "long-term, innovative, printing-process development projections were clouded, and no manufacturer presented 21st Century concepts."

One manufacturer, Koenig & Bauer AG of West Germany, questioned the wisdom of the trend to offset, maintaining that it can get the quality it wants from letterpress equipment. Nevertheless, 60-70 percent of the company's press business is offset.

According to the manufacturers' presentations, the continued trend to offset will be marked by certain technological enhancements in the near future.

One of the manufacturers—Tokyo Kikai Seisakusho (TKS) Ltd. of Japan—announced a research and development arrangement with Lee Enterprises Inc. of Davenport, Iowa, which may provide the industry with a new, lighter-weight, less-expensive press than currently is available.

Also, major work on retrofitting letterpress units to offset capabilities was announced and is currently in the late stages of research and development by Publishers Equipment Corp., Dallas, a newly formed company.

In response to the manufacturers' consensus that no new printing process will be forthcoming in the near future, the ANPA Committee urged the manufacturers to accelerate their separate research and development efforts in order to provide newspapers with higher levels of technological improvements in the production process.

The Committee also suggested that press manufacturers, as well as other suppliers to the newspaper production and distribution processes, set their separate technological objectives and priorities on the highest level so that newspapers can compete more effectively in the information-distribution marketplace.

Manufacturers participating in the meetings, in addition to TKS, Koenig & Bauer and Publishers Equipment, were Harris Corp., Melbourne, Fla.; M.A.N.—Wood, Middlesex, N.J.; and MGD—Rockwell International, Chicago. □

ANPA/RI monitors newsprint quality

By Joe Golant

For more than 20 years, the ANPA/RI Research Center in Easton, Pa., has been monitoring the quality of newsprint. It is the only organization that provides ANPA-member newspapers with accurate, unbiased data on newsprint properties.

Supervising the Newsprint Quality Program is Doris Kleintop, an ANPA/RI employee for the past 26 years, who heads a staff of newsprint and news ink specialists.

Monthly newsprint samples are sent to the Research Center's laboratory from more than 100 newspapers. These samples represent newsprint from virtually every mill in the United States and Canada that supplies North American newspapers.

The purpose of the program is to gain more knowledge about the physical properties of newsprint. Tests on basis weight, moisture, smoothness, printability, opacity, brightness, color and other properties are performed regularly.

All testing is done under rigidly controlled conditions. Inside the laboratory, the air is continually filtered and maintained at a constant 72-degrees Fahrenheit (22 degrees Celsius) and 45-percent relative humidity. Newsprint samples arrive in moisture-proof wrappers to preserve the original moisture content of the newsprint. As the samples are cut to appropriate sizes for testing, they are kept in paper safes and handled as little as possible.

Golant is publications specialist at the ANPA Research Institute.

All newsprint is tested in its "as is" state, based on established ANPA/RI procedures. All measuring equipment in the lab is calibrated at least once a week to maintain accuracy. The standards used on certain pieces of equipment also are compared with the National Bureau of Standards.

Newsprint is sold by "nominal basis weight"; it has no standard thickness (caliper). The basis-weight measurement correlates the weight of newsprint with its area by establishing a standard weight for a ream of newsprint. Each ream of newsprint is equal to 500 sheets cut to 24 by 36 inches.

Mills manufacture newsprint to provide this nominal basis weight for the average of the rolls of newsprint they sell. Based on statistical studies, a publisher who buys one ton of newsprint in 60-inch rolls with a 30-pound nominal basis weight normally can expect a web 40,000 feet long. If the paper delivered has an actual basis weight of 31 pounds, the web may be shorter—only 38,700 feet long. Thus, the publisher is getting fewer printing impressions from the web than he expected.

Because of the tight supply and premium prices of newsprint, a check of basis weight is the most frequently requested test conducted at the Research Center's lab. A precise template is used to cut two 18- by 24-inch sheets, representing .005 of a ream. Ten such samples are cut from the roll, and each is weighed on a special basis-weight scale.

In 1964, the ANPA Newsprint Technical Advisory Committee established preferred ranges for certain newsprint characteristics, including basis weight (see chart, page 51). Basis weight is expressed in both English (pounds per ream) and metric (grams per square meter) equivalents. In the metric system, basis weight is called grammage. Since grammage expresses the amount of newsprint in grams per square meter, it correlates weight with length more directly than basis weight. Both the newsprint manufacturers and newspapers are converting to this metric system.

There are variations in basis weight because it is difficult to keep the thickness of rolls of newsprint constant along their enormous length, particularly at manufacturing speeds of about 3,000 feet per minute. Computer controls at the mills have greatly improved accuracy, but with the cost of newsprint today, it often pays a newspaper to monitor basis weight.

Traditionally, a ream of newsprint weighed 32 pounds. However in 1973, during a period of tight supply, most mills shifted production to 30-pound basis weight. Today, more than 95 percent of the newsprint used in North America is 30-pound; 32- and 28-pound account for the rest.

The newsprint manufacturers claimed that the reduction in basis weight conserved raw materials, but publishers did not realize a price advantage. Although a ton of 30-pound newsprint yields more pages than a ton of 32-pound, mills added a premium charge to 30-pound paper, cancelling out any cost advantages.

Other claimed advantages of the lighter basis weight—fewer roll changes, less handling, less storage space and less clerical work—would have benefitted publishers. Unfortunately, these potential savings were based on the assumption that reduced basis weight would result in a proportionate increase in the length of paper on a roll. As many publishers discovered in 1973, this was not always the case. In an effort to control objectionable show-through in the lighter newsprint, many mills "bulked" their newsprint, increasing the thickness (caliper) to that of 32-pound newsprint. The end result in a standard-diameter roll is approximately the *same linear footage* and *less total weight roll*.

Show-through occurs when a printed image on one side of a sheet shows through on the reverse side. The bulking, previously mentioned, cannot completely

control show-through, because the lighter newsprint contains less fiber. Show-through is most easily measured in terms of the newsprint's opacity and is another of the tests performed at the Research Center's lab. Using a photometer, newsprint experts measure the reflected light from both a pad of newsprint and from a single sheet placed over a black cavity. Opacity is the ratio of these two measurements and is expressed as a percentage—the higher the percentage opacity, the less show-through there is.

The results from the last six years of the Newsprint Quality Program show that opacity has been declining steadily. In 1973, when 32-pound newsprint was still predominant, the average opacity for 1,408 samples tested for the Newsprint Quality Program was 95.7 percent. In 1978, the average opacity for 1,403 samples of 30-pound newsprint was 94.7 percent. ANPA's suggested minimum for opacity is 94 percent.

Certain mills appear to be able to control opacity, but this is not the case overall. In the South, opacity averaged 93.7 percent last year.

The development of fillers or coatings may, in time, allow the reduction of basis weight without a detrimental effect on opacity, but fillers add cost to an already high-cost product.

If lighter newsprint becomes more common, new inks may have to be developed to control show-through. Today, many pressmen cannot run preferred ink levels for good contrast; they are forced to trade off good visual contrast in order to control show-through. Thus improved inks could, in some way, compensate for the poorer show-through quality of paper. However, they also would increase the cost of production.

Printability

Measuring newsprint's ability to accept ink is another test performed at the Research Center's lab. Under controlled conditions, a precise amount of ink is applied to the plate of a proof-press. The reflectance of the printed newsprint is then compared to the reflectance of the unprinted portion of the sample sheet. The ratio of these two measurements is expressed as the newsprint's print quality number; the preferred minimum measured by the Newsprint Quality Program is 68 points.

Called the Larocque printability test, this procedure was found to be the most objective measure of newsprint's receptivity to ink, and it most closely correlates with human judgments of printing quality in newspaper plants. Paper with poor printability requires more ink for good coverage, resulting in higher costs. But the biggest effect of printability is the newspaper's appearance. The higher the print quality number, the better the appearance of the visual image.

Since the mill process creates differences in the top and bottom of a sheet of newsprint, both sides of the newsprint are tested for printability. The difference between the top and bottom of newsprint produced by the newer method (twin-wire machines) is almost imperceptible, but the 1978 results of the Newsprint Quality Progam show that the printability of the bottom side of 30-pound paper is better by almost half a point.

Several properties of newsprint affect its printability. A comprehensive statistical evaluation of the test data from 600 newsprint samples indicated that if the smoothness, hardness and brightness of newsprint were kept constant, the variation of the printing quality would be reduced by about 50 percent. Smoothness alone would account for 27 percent of the variation in printability.

Each of these values is tested separately, but it is the combinations and comparisions of these properties that make newsprint quality measurement so valuable.

Brightness, color and moisture

Brightness has a perceptible value of its own. The contrast and clarity of the printed image improves as the brightness of the newsprint increases. The brighter

Doris E. Kleintop supervises a team of newsprint specialists in the Materials Testing Service at the ANPA/RI Research Center

the newsprint, the better the appearance of a given newspaper image.

The Research Center evaluates brightness (luminance) with an Elrepho photometer, using the broad wavelength band Y filter to measure the reflected light from a newsprint sample.

The preferred minimum for brightness is 66 percent, but the 1978 Newsprint Quality Program showed an industry average of only 61.3 percent. One factor in lowering the brightness of newsprint is that mills used trees and tree parts with poorer color characteristics in their pulp slurry. Also, more and more newspapers had requested a blue-white shade of newsprint, requiring the addition of a blue dye. Added to newsprint, dye can improve opacity. Unfortunately, it also depresses brightness.

The desire for a blue-white shade of newsprint was indicative of the increased interest in the color of newsprint. Newsprint is not white but varying shades of cream. While no color is more correct than another, different shades are preferred by different publishers.

The Research Center tests newsprint color so that publishers can see how consistent a mill is in producing a particular shade. Also, if a publisher buys paper from several mills, the color tests enable him or her to see how well suppliers are conforming to the specified color.

Most of the testing done at the Research Center monitors the printability and appearance of newsprint. The lab does, however, monitor the moisture content of newsprint. Moisture has been found to affect newsprint runnability—how well a web runs through the press at high speeds without breaking—on letterpress presses. Since water is added during offset and DiLitho® printing, the effects of original moisture in the newsprint are more difficult to determine.

Pressroom humidity does affect newsprint's moisture content. Forty-five to 50 percent relative humidity is recommended. If the humidity is lower, the newsprint will lose moisture; if the humidity is higher, the newsprint will accept moisture.

Moisture content can affect basis weight or grammage, and mills can control the amount of moisture in newsprint over a reasonable range while manufacturing it.

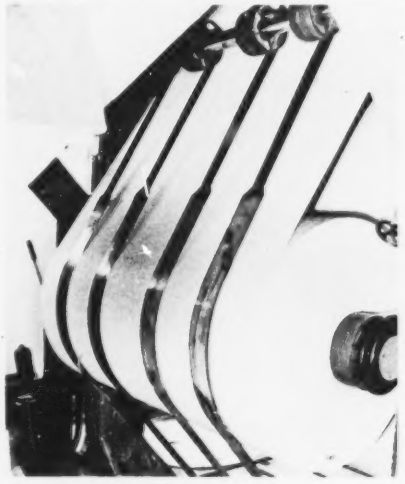
The results of the Newsprint Quality Program are published annually and distributed to ANPA-member newspapers and to the mills manufacturing the newsprint. Newspapers participating in the program also receive quarterly test results representing each of their suppliers. In addition, the Reseach Center offers a Newsprint Testing Service for ANPA-member newspapers not participating in the program. Supplies, instructions and further information may be obtained from Doris E. Kleintop, Technical Supervisor, Materials Testing Service, ANPA/RI Research Center, P.O. Box 598, Easton, Pa. 18042. □

1978 Newsprint Quality Program

	Preferred minimum newsprint characteristics	Industry averages for 30-pound (48.8 g/m2) newsprint
Moisture	7.5 percent to 8.5 percent	7.1 percent
Basis weight (grammage)	31.8 to 32.0 pounds per ream (51.8 to 52.1 g/m^2) for 32-pound nominal basis weight	29.8 pounds per ream 48.5 g/m^2
	29.8 to 30.0 pounds per ream (48.5 to 48.8 g/m^2) for 30-pound nominal basis weight	
	27.8 to 28.0 pounds per ream (45.2 to 45.6 g/m^2) for 28-pound nominal basis weight	
Print Quality No.	68 points or higher	top - 64 bottom - 64.4
Newsprint brightness (luminance) (Y filter)	66 percent or higher (absolute)	61.3 percent
Printing opacity	94 percent or higher	94.7 percent

Success with nylon straps

The production staff at the Utica (N.Y.) Daily Press and Observer-Dispatch has discovered that the use of nylon tension straps on the braking areas of the press newsprint roll has reduced static electricity by 75 percent and almost eliminated linting. Surface damage to the newsprint roll also has been minimal.



Nylon tension straps

According to Production Director Charles Gallagher, the newspapers previously used metal straps with brushes on the Cline reel. The nylon belts are cut to the same width and length as the metal ones had been—4 inches by 5-1/2 feet.

However, the nylon belts are .040 inch thick compared to .028 inch for the metal straps. Belt lacing teeth are used to hold the nylon to the leather lead straps.

Gallagher reports that belt wear is now about .005 inch a year.

Utica purchases the material, called Revo, Type 40N, locally in 100-foot rolls from Smyth Despard, an authorized stocking distributor for J. J. Keating Co., 500 Gravers Rd., Plymouth Meeting, Pa. 19462. Current price from Smyth Despard is $2.88 per foot; prices will vary according to location.

For more information, contact Gallagher at 221 Oriskany Plaza, Utica, N.Y. 13503; (315) 792-5000. □

IPTC: Overseeing free press interests

Editor's note

The International Press Telecommunications Council is one of the several important international bodies which ANPA-member newspapers help to support via their ANPA dues, their hosting of meetings of the group's American Working Party, the work of ANPA's international representative and of the regular Association staff, and the overseas participation of individual U.S. and Canadian newspaper executives. As a member of the council, ANPA's direct dues to it are some $10,000. Some North American newspapers and newspaper groups contribute additional funds separately. The chairman and vice-chairman of ANPA's Telecommunications Committee, Robert G. Marbut and Donald F. Wright, respectively, have devoted special time and effort to IPTC's work to help preserve an international telecommunications climate in which press freedom can survive and thrive for the benefit of both current and developing free-press societies. In the following article another active member of ANPA's Telecommunications Committee describes some of the work of the IPTC and its director.

By L. Brewster Jackson

Free traders the world over loathe high tariffs. No one loathes them more than Oliver G. Robinson, executive director of the International Press Telecommunications Council.

"High tariffs represent one of the principal impediments to the cause of international communication," says Robinson, "and there's an increasing differential between what is affordable by the press and what the press is required to pay for international transmission of news; developing nations are especially hard hit.

"A three-minute telex or telephone call between certain Third World countries can cost as much as $70, or more than 40 cents a word," he says, and "soaring transmission costs are thus daily putting the printed word beyond the reach of more readers, particularly those in the Third World."

So Oliver Robinson and the IPTC are busily pursuing the matter of telecommunications costs before such forums as UNESCO. Robinson has suggested that one approach to the problem of high tariffs obstructing international news flow may be in the establishment of a fund by developed, free-press nations to assist those countries in the throes of development. The idea is typical of his imaginative approaches to international telecommunications problem-solving.

IPTC Chairman Chujo Watanabe of the Japanese Newspaper Publishers Association describes the council's functions like this:

> *"The IPTC is not a political or ideological organization; its sole aim is to create more favorable conditions for the exchange of news and information across national boundaries through access to more efficient and economic telecommunications."*

The IPTC was conceived in 1965 after discussions among the Commonwealth Press Union (CPU), the International Newspaper Publishers Federation (FIEJ) and ANPA. Born of a need to translate rapidly developing communications technology for the benefit of the world press, it set out to help define the special communication needs of the press; to help express these needs to international regulatory bodies, equipment manufacturers and common carriers; and then to push for reasonable treatment in rate-making and in the types of service required by newspapers and news agencies. It is headquartered in London.

"We are not a research organization," says Robinson, "but we are pre-eminently concerned with questions of regulations and with the politics of international telecommunication. We are recognized as an authoritative voice of the press on questions affecting the modernization, standardization and regulation of international telecommunications by such agencies as the International Telecommunication Union, UNESCO and the International Organization for Standardization."

Robinson, council telecommunications expert F. Ivor Ray, and often council members themselves journey to the meetings of these organizations and maintain liaison with other bodies concerned with telecommunications and the possible imposition of restrictive regulatory controls, such as the European Space Agency. IPTC's purpose is to help make sure that the voice of the Free World's press is heard wherever decisions are being made affecting international news transmission.

The IPTC has been granted observer status by UNESCO and the International Telecommunications Union; it has made numerous contributions to UNESCO's MacBride Commission on tariff-rate levels; and Robinson has served as a rapporteur to the UNESCO Working Group on International Tariff Structures.

Besides ANPA, FIEJ and the Commonwealth Press Union, the original membership of the IPTC included the Alliance of European News Agencies, the European Press Photo Agencies Union, the Joint Telecommunications Committee of the Newspaper Publishers Association and The Newspaper Society of Great Britain and the Newspaper Press Union of South Africa. Joining later were the Associated Press, United Press International, Canadian Press, the Association of Commonwealth News Agencies, the Japanese Newspaper Publishers Association, the German Newspaper Publishers Association, the International Press Institute, *Agence France Press*, and the *Deutsch Press Agentur*. This membership represents most of the world's news agencies and more than 9,000 daily and weekly newspapers.

Through its newsletter, the council keeps its members informed about telecommunications developments and their effect on the exchange of information between peoples of the world. The newsletter is published three times a year and is

Jackson is assistant managing editor of the St. Louis Post-Dispatch.

distributed free to some 2,000 top executives worldwide. The IPTC also issues about 100 technical papers a year to members of its committees.

Most of the council's achievements have concerned telecommunications regulation. Its contributions since 1965 are many and varied; a partial list includes:

- The formulation of a standard format for computerized information handling of news agency messages. The format is being adopted by news agencies in Western Europe and elsewhere.
- The preservation of the International Press Telegram when its abolition was proposed within the International Telegraph and Telephone Consultative Committee of the ITU. This permits news messages to be sent to newspapers, news agencies and broadcasting corporations at one-third of the rates applicable to commercial telegrams.
- A recommendation adopted by the telegraph/telephone committee in favor of reduced rates for international telephone calls placed during off-peak periods.
- The preservation of adequate power levels on international circuits carrying news photos when reduction of such levels was proposed within the committee. This has helped to maintain the quality of international news photos.
- The first intercontinental transmission by satellite of a page facsimile from the London Daily Express to El Mundo of San Juan, Puerto Rico, in November 1967.
- The development of a Private Line Users Charter specifying the terms and conditions acceptable to the press in the lease of private circuits from telecommunications administrations.
- The construction of tariff principles in conjunction with UNESCO designed to facilitate news transfer between and among developing countries and the rest of the world.
- The monitoring of the burgeoning developments in teletext systems.
- The preservation of quarter and half-speed circuits essential to news transfer between countries (particularly developing nations).
- Cooperation with manufacturers in the quest for standards for digital transmission of news photos.

Besides the council's management group, it has three principal committees: Advanced Communications, Tariffs & Facilities and Technical. Membership is by appointment or application, upon approval of the chairman and committee members.

The Technical Committee, for example, has 23 members and four ad hoc working parties. These are concerned with the news-agency message format, the digitization of news photos, public data networks and interfaces for terminal equipment used by the press.

The quest for a message format acceptable worldwide was particularly demanding, involved and dependent upon the assistance of others. As Robinson points out, "The standard format was greatly influenced initially by the high-speed wire services transmission guides of ANPA, but the need for an international standard stemmed from the realization that different countries speak different languages and have different technical requirements."

At least eight news agencies with services in Western Europe have indicated that they intend to adopt the IPTC standard. The wire service transmission guides of ANPA are used in North America and Australia, and the IPTC format can be used where necessary for linguistic or other reasons. These two standards have, therefore, avoided the proliferation of numerous national standards, none of which would have been compatible with another.

The working committee concerned with the digitization of news photos has interested two European telephoto companies—Hell and Muirheads—in the design and manufacture of a black box for interfacing with present analogue networks to provide transparent digital transmission over links within a network.

The Tariffs and Facilities Committee is concerned with securing all those telecommunications services required by the press at rates it can afford. It also deals with the question of press access to satellite communication in Europe and with the use of rooftop antennas.

Another issue of major concern to this committee is the establishment of tariffs based on volume usage, especially as those tariffs pertain to leased circuits and private networks. As was pointed out in a recent UNESCO report:

> "What is seldom appreciated by telecommunications administrations is that news agencies in many developing countries have a scarcity of subscribers. So there is an increasing differential between what is affordable by the press and what it is required to pay for the international transmission of news."

Thus the IPTC, at its May annual meeting in Madrid, unanimously adopted a motion urging all telecommunications regulatory bodies to retain the flat-rate leased circuits that traditionally have prevailed worldwide, and to continue to provide private leased circuits, thereby

FCC license not needed for satellite receivers

Following closely the recommendations of ANPA and of major news-wire services, the Federal Communications Commission has taken a major step toward the enhancement of satellite communications.

The FCC decided it will no longer require licensing of satellite, receive-only earth stations. This appears to remove a major, regulatory obstacle to newspaper and news-wire utilization of satellite services, and the development is being closely considered by the Satellite Test Task Force formed by ANPA, the Associated Press and United Press International.

Prior to the FCC's Oct. 18 decision, those who wanted to use a small dish antenna had to go through a costly and cumbersome process of developing and filing a statement of frequency coordination in order to obtain a license from the commission.

Under the new decision, the owner of a receive-only earth station will be allowed to begin operation immediately upon installation. The owner would assume all risk should electronic interference develop, however.

For those wishing federal protection against interference, the FCC has ordered a proposed rule-making proceeding that would allow for an optional "registration" of the earth station with the FCC. □

protecting the right of users to choose between them and public-data networks.

The council's third committee—Advanced Communications—is concerned with development of future communication facilities for the presentation and processing of newspaper and news-agency material. Methods of digital information dissemination are being analyzed so that more accurate nomenclature may be chosen to distinguish between systems that deliver information via telephone lines and those that send signals on broadcast frequencies.

The IPTC maintains a special "American Working Party" which meets yearly in Washington, in conjunction with ANPA's Telecommunications Committee. This working group includes experts from most of the council's non-European members.

The IPTC management group is flexible and receptive to change. Its constitution was amended last year, permitting associations and groups of newspapers, news agencies and news-photo agencies to become nominating organizations. Each nominating organization is entitled to appoint four voting members to the council; individual newspaper members or newspaper groups may appoint one.

Dues are computed on a sharing basis and are negotiated by the management committee (the council chairman, four vice-chairmen and treasurer) with the member organizations.

Annual meetings usually take place in May, and two out of three are in Western Europe. Next year's session will be in Tokyo at the invitation of the Japanese Newspaper Publishers Association.

Despite acknowledged cooperation and progress on the numerous international fronts of press telecommunications, Oliver Robinson believes there could be even more coordination and communications among the interested organizations.

"So many people seem to be going their own separate ways . . . that our effect is sometimes weakened by a babel of faintly dissimilar voices," he says. "There is a continuing need for close cooperation between the IPTC, ANPA and other North American press organizations interested in the problems of international telecommunication for the media." □

ANPA Board gets report on feasibility of satellite use

A report on the feasibility of full-scale use of satellite telecommunications for transmitting news, photographs and national advertising has been received by the ANPA Board of Directors, and copies have been distributed to the appropriate Association committees for further consideration.

The report is the result of a six-month study by ARINC Research Corp. of Annapolis, Md., conducted under the direction of the Satellite Test Task Force, which is comprised of representatives of ANPA, the Associated Press and United Press International.

ANPA Board member Stanton R. Cook, chairman and publisher of the Chicago Tribune and chairman of the Satellite Test Task Force, cited the following major conclusions of the study:

1. Delivery of AP/UPI services and national advertising by satellite on an industry-wide basis is economically and technically feasible.

2. Annual savings in telecommunications costs for AP/UPI services could be as high as $4.8 million—based on 1978 telecommunications costs of $16.6 million and assuming that 50 percent or more of the cities currently served would convert to satellite service.

3. Substantial increased revenues to the newspaper business (estimated $1.2 billion increase within two years) could result from delivery of national ads via satellite.

4. Potential competitive advantage could be obtained by providing additional services (such as viewdata) by satellite with minimum additional transmission cost.

5. The attractiveness of news-wire and newspaper-services delivery by satellite increases as the number of displaced, land-line cities increases.

The Board approved distribution of the report for analysis and comment by the ANPA Technical Coordinating Committee, which also is headed by Cook, and to the Telecommunications Committee, chaired by ANPA Director Robert G. Marbut, president of Harte-Hanks Communications Inc.

The Satellite Test Task Force is expected to meet soon to consider possible future actions in this matter. □

Telecommunications developments aired

Briefings, demonstrations and discussions of developments in the fast-paced world of telecommunications highlighted the Oct. 17-18 meeting in Washington of ANPA's Telecommunications Committee.

The Committee, chaired by Robert G. Marbut of Harte-Hanks Communications, heard reports on the work of its newly established subcommittees on public policy, international relations and advanced communications systems. The topics included regulatory developments, international telecommunications tariffs, satellite communications and home-information, data-retrieval systems.

The Committee saw demonstrations of the Communications Satellite Corp.'s direct, satellite-to-home, broadcast proposal; of Telecomputing Corp.'s data-retrieval system, the "Source," unveiled last June at the ANPA Production Management Conference; of the proposal of the Associated Press to establish a data-retrieval system that could be offered to readers by newspapers; and of Telidon, an advanced viewdata-type system from Canada.

FCC Commissioner Joseph Fogarty addressed the Committee Oct. 17.

Reports and articles on some of the technical and public-policy matters considered by the Committee will be detailed in future articles in the **telecommunications** section of **presstime.** □

Contracts expire in '80 at 46 mills

Labor contracts between management and the major unions representing pulp and paper workers will expire at 46 North American newsprint mills in 1980.

A total of 33 Canadian mills and 13 U.S. mills are affected. They have a combined capacity of about 11.2 million short tons—approximately 79 percent of the North American total.

The chart below lists mills and the expiration dates of contracts through the year 1983.

The 46 contract expirations next year compare with totals of nine in 1981, one in 1982 and two in 1983. □

Company	Mill	Union[1]	Contract expiration date
CANADA			
1978			
Domtar Newsprint Inc.	Donnacona, Quebec	CNTU	April 30[2]
MacMillan Rothesay Ltd.	St. John, New Brunswick	CPU	May 31[3]
1979			
St. Raymond Paper Ltd.	St. Raymond, Quebec		Dec. 31
1980			
Abitibi Paper Co. Ltd.	Iroquois Falls, Ontario	CPU	April 30
Abitibi Paper Co. Ltd. Fort William Division	Thunder Bay, Ontario	CPU	April 30
Abitibi Forest Products Ltd.	Thunder Bay, Ontario	CPU	April 30
Abitibi Paper Co. Ltd. Manitoba Division	Pine Falls, Manitoba	CPU	April 30
Abitibi Paper Co. Ltd.	Beaupre, Quebec	CPU	April 30
Abitibi Paper Co. Ltd.	Sault Ste. Marie, Ontario	CPU	April 30
Boise Cascade Canada Ltd. Kenora Paper Division	Kenora, Ontario	CPU, UPIU	April 30
Bowater Mersey Paper Co. Ltd.	Liverpool, Nova Scotia	CPU	April 30
Consolidated-Bathurst Ltd. Belgo Division	Shawinigan Falls, Quebec	CPU	April 30
Consolidated-Bathurst Ltd. Laurentide Division	Grand Mere, Quebec	CPU	April 30
Consolidated-Bathurst Ltd. Port Alfred Division	Port Alfred, Quebec	CNTU	April 30
Consolidated-Bathurst Ltd. Wayagamack Division	Three Rivers, Quebec	CPU	April 30
Domtar Newsprint Inc.	Dolbeau, Quebec	CPU	April 30
Domtar Packaging Group	Red Rock, Ontario	CPU	April 30
Donohue Company Ltd.	Clermont, Quebec	CNTU	April 30
Gaspesia Pulp & Paper Ltd.	Chandler, Quebec	CPU	April 30
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario	CPU	April 30
James Maclaren Co. Ltd.	Buckingham, Quebec	CPU	April 30
Ontario Paper Co. Ltd.	Thorold, Ontario	CPU	April 30
Price (Nfld.) Pulp & Paper Ltd.	Grand Falls, Newfoundland	CPU	April 30
Price Co. Ltd.	Kenogami, Quebec	CPU	April 30
Price Co. Ltd.	Alma, Quebec	CPU	April 30
Quebec North Shore Paper Co.	Baie Comeau, Quebec	CPU	April 30
Reed Paper Ltd.	Quebec City, Quebec	CPU	April 30
Spruce Falls Power & Paper Co. Ltd.	Kapuskasing, Ontario	CPU	April 30
Three Rivers Pulp & Paper Co. Ltd.	Three Rivers, Quebec	CPU	April 30
Canadian International Paper Co.	Three Rivers, Quebec	CPU	May 1
Canadian International Paper Co.	Gatineau, Quebec	CPU	May 1
New Brunswick International Paper Co.	Dalhousie, New Brunswick	CPU	May 1
Bowater Newfoundland Ltd.	Corner Brook, Newfoundland	CPU	May 31
Kruger Pulp & Paper Ltd.	Bromptonville, Quebec	CPU	May 31
Nova Scotia Forest Industries	Port Hawkesbury, Nova Scotia	CPU	May 31
F. F. Soucy Inc.	Riviere du Loup, Quebec	CPU	Dec. 31
1981			
British Columbia Forest Products Ltd.	Crofton, British Columbia	CPU, PPWC[4]	June 30
Crown Zellerbach Canada Ltd.	Campbell River, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Port Alberni, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Powell River, British Columbia	CPU	June 30
Ocean Falls Corp.	Ocean Falls, British Columbia	CPU	June 30
UNITED STATES			
1979			
FSC Paper Corp.	Alsip, Ill.	UPIU	Oct. 28
1980			
Crown Zellerbach Corp.	Wauna, Ore.	UPIU	April 1
Publishers Paper Co.	Newberg, Ore.	AWPPW	April 1
Publishers Paper Co.	Oregon City, Ore.	AWPPW	April 15
Garden State Paper Co. Inc.	Pomona, Calif.	UPIU	May 1
Manistique Pulp & Paper Co.	Manistique, Mich.	UPIU	June 16
St. Regis Paper Co. Southland Division	Lufkin, Texas	UPIU	June 30
Bowater Southern Paper Corp.	Calhoun, Tenn.	UPIU	July 2
Boise-Price Southern Newsprint Corp.	DeRidder, La.	UPIU	July 15
Abitibi Southern Corp.	Augusta, Ga.	UPIU	July 28
Great Northern Paper Co.	Millinocket & East Millinocket, Maine	UPIU	July 31
Kimberly Clark Corp., Coosa River Newsprint Division	Coosa Pines, Ala.	UPIU	Sept. 15
Catawba Newsprint Co.	Catawba, S.C.	UPIU	Oct. 30
St. Regis Paper Co. Southland Division	Houston, Texas	UPIU	Dec. 31
1981			
Southwest Forest Industries Inc.	Snowflake, Ariz.	UPIU	March 1
Boise Cascade Corp.	Steilacoom, Wash.	AWPPW	June 1
Crown Zellerbach Corp.	Port Angeles, Wash.	AWPPW	June 1
Garden State Paper Co. Inc.	Garfield, N.J.	UPIU	Oct. 1
1982			
Inland Empire Paper Co.	Millwood, Wash.		May 1
1983			
International Paper Co.	Mobile, Ala.		May 31
International Paper Co.	Pine Bluff, Ark.		May 31

[1] AWPPW—Association of Western Pulp & Paper Workers
CNTU—Confederation of National Trade Unions
CPU—Canadian Paperworkers Union
PPWC—Pulp, Paper & Woodworkers of Canada
UPIU—United Paperworkers International Union
[2] Still in negotiations as of press time
[3] On strike at **presstime** deadline
[4] Contract expired in 1979; new contract not signed as of **presstime** deadline

Source: American Paper Institute and Canadian Pulp and Paper Association

Letterpress papers' newsprint usage up 1.2% in 1978

U.S. daily newspapers printed by letterpress used 6,494,747 short tons of newsprint in 1978, 1.2 percent more than a year earlier, according to a survey by ANPA.

The regional survey of 495 letterpress dailies shows that the South had the largest percentage increase in newsprint consumption between 1977 (1,770,726 tons) and 1978 (2,073,196)—17.1 percent. Next highest was the West, 12.3 percent.

The Northeast and North Central regions recorded net decreases in newsprint usage due to strikes and conversions to other processes.

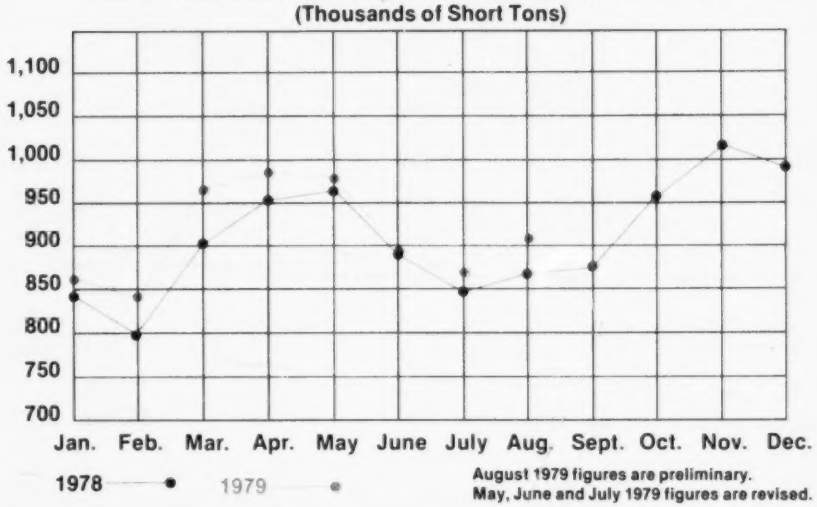
By process, the biggest increase in actual tonnage was for newspapers using photosensitive plastic plates (971,657 tons more than in 1977, or 39.7 percent). Newspapers with the DiLitho® process consumed 114,374 tons more, while consumption declined for stereotype newspapers because of conversions.

Letterpress newspapers accounted for 59.7 percent of estimated 1978 consumption of 10,872,000 short tons by all newsprint users.

Consumption statistics for U.S. offset dailies were published in October's **presstime** [page 47]. □

Estimated U.S. Newsprint Consumption 1978-79

(Thousands of Short Tons)



August 1979 figures are preliminary.
May, June and July 1979 figures are revised.

Newsprint consumption statistics now given by region, circulation

Beginning with this issue of **presstime**, ANPA will publish the estimated newsprint consumption of all U.S. daily newspapers by region and circulation size.

Stratified statistics for August and for the first eight months in 1979, compared to the same period in 1978, are contained in the first chart on page 57.

In addition, total estimated newsprint consumption by all users—including commercial printing firms, free-distribution publications, comic sections and the government—is shown in the second chart.

ANPA also has compiled stratified figures for January through July 1979 and 1978. They are available upon request from the Newsprint/Traffic Department at The Newspaper Center. □

Newsprint consumption of U.S. letterpress daily newspapers

	Northeast			North Central			West			South			Totals		
Process[1]	1978	1977	% Change	1978	1977	% Change	1978	1977	% Change	1978	1977	% Change	1978	1977	% Change
DiLitho®	263,617[2]	193,995	35.9	281,516[3]	267,704	5.2	85,708	77,936	10.0	235,815[4]	212,647	10.9	866,656	752,282	15.2
Magnesium	700	6,399	-89.1	19,959	20,108	- 0.7	9,555	9,712	- 1.6	35,834	24,514	46.2	66,048	60,733	8.8
Photosensitive Plastic Plates	702,286	509,251	37.9	462,964	538,170	-14.0	788,559	577,713	36.5	1,467,662	824,680	78.0	3,421,471	2,449,814	39.7
Stereotype	624,439	1,039,812	-39.9	671,260	864,056	-22.3	61,551	185,666	-66.8	333,885	708,885	-52.9	1,691,135	2,798,419	-39.6
Other	36,674	0	100.0	0	0	--	412,763	358,182	15.2	0	0	--	449,437	358,182	25.5
Total	1,627,716	1,749,457	- 7.0	1,435,699	1,690,038	-15.0	1,358,136	1,209,209	12.3	2,073,196	1,770,726	17.1	6,494,747	6,419,430	1.2

Footnotes

[1]The number of newspapers using DiLitho® decreased from 85 in 1977 to 82 in 1978; magnesium decreased from 13 to 8; photosensitive plastic plates (including Dycril, Dyna-Flex, Letterflex, Merigraph and Nappi) increased from 336 to 348; stereotype decreased from 89 to 54; other (including flatbed and injection molding) remained at 3. The total number of letterpress newspapers decreased from 526 to 495.

[2]Includes three newspapers that also print by offset. Their newsprint consumption also is included in the offset study.

[3]Includes four newspapers that also print by offset. Their newsprint consumption also is included in the offset study.

[4]Includes one newspaper that also prints by offset. Its newsprint consumption also is included in the offset study.

newsprint

Estimated newsprint consumption of U.S. daily newspapers[1]

Region	August 1979 (Short Tons)	August 1979 (Metric Tons)	August 1978 (Short Tons)	August 1978 (Metric Tons)	% Change
Northeast	164,930	149,622	140,198	127,186	+18.0
North Central	180,181	163,458	182,475	165,539	-1.3
South	211,777	192,121	201,850	183,115	+4.9
West	150,756	136,762	144,162	130,781	+4.6
August totals	707,644	641,963	668,685	606,621	+5.8
Circulation size					
0-25,000	65,654	59,560	65,901	59,784	-0.4
25,001-100,000	120,872	109,653	119,543	108,448	+1.1
over 100,000	521,118	472,750	483,241	438,389	+7.8
August totals	707,644	641,963	668,685	606,621	+5.8
Eight-month totals	5,650,800	5,126,320	5,469,226	4,961,600	+3.3

Estimated newsprint consumption of all U.S. users

	(Short Tons)	(Metric Tons)	(Short Tons)	(Metric Tons)	% Change
August totals	916,000(p)	831,000(p)	859,000	779,000	+6.6
Eight-month totals	7,301,000(p)	6,623,000(p)	7,041,000	6,387,000	+3.7

Production

	Canada (Short Tons)	Canada (Metric Tons)	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	North America (Short Tons)	North America (Metric Tons)
August 1979	806,693	731,820	359,462	326,099	1,166,155	1,057,919
August 1978	823,221	746,814	271,556(r)	246,352(r)	1,094,777(r)	993,166(r)
Increase or decrease	-16,528	-14,994	+87,906	+79,747	+71,378	+64,753
	-2.0%	-2.0%	+32.4%	+32.4%	+6.5%	+6.5%
Eight months 1979	6,373,462(r)	5,781,911	2,676,594(r)	2,428,165	9,050,056(r)	8,210,076(r)
Eight months 1978	6,549,258	5,941,389	2,492,093(r)	2,260,789	9,041,351(r)	8,202,178(r)
Increase or decrease	-175,796	-159,478	+184,501	+167,376	+8,705	+7,898
	-2.7%	-2.7%	+7.4%	+7.4%	+0.1%	+0.1%

Shipments

From Canadian mills	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	Canada (Short Tons)	Canada (Metric Tons)	Export (Short Tons)	Export (Metric Tons)	Total (Short Tons)	Total (Metric Tons)
August 1979	591,183	536,312	85,599	77,654	142,737	129,489	819,519	743,455
August 1978	600,873	545,102	71,402	64,775	140,504	127,464	812,779	737,341
Eight months 1979	4,639,805	4,209,161	680,301	617,160	1,047,414	950,198	6,367,520	5,776,519
Eight months 1978	4,757,728	4,316,138	653,338	592,698	1,116,846	1,013,187	6,527,912	5,922,023
From U.S. mills								
August 1979	348,853	316,474	----	----	8,925	8,097	357,778	324,571
August 1978	274,359(r)	248,894(r)	----	----	2,681	2,432	277,040(r)	251,326(r)
Eight months 1979	2,619,671(r)	2,376,526(r)	----	----	56,583(r)	51,330(r)	2,676,254(r)	2,427,856(r)
Eight months 1978	2,434,707(r)	2,208,729(r)	----	----	63,697	57,784	2,498,404(r)	2,266,513(r)
From North American mills								
August 1979	940,036	852,786	85,599	77,654	151,662	137,586	1,177,297	1,068,026
August 1978	875,232(r)	793,996(r)	71,402	64,775	143,185	129,896	1,089,819(r)	988,667(r)
Eight months 1979	7,259,476(r)	6,585,687(r)	680,301	617,160	1,103,997(r)	1,001,528(r)	9,043,774(r)	8,204,375(r)
Eight months 1978	7,192,435(r)	6,524,867(r)	653,338	592,698	1,180,543	1,070,971	9,026,316(r)	8,188,538(r)

[1]Based on stratified data from ANPA's sample of 525 newspapers

[2]Represents average stocks on hand and in transit calculated on consumption of 525 ANPA-reporting newspapers during month
(r) revised
(p) preliminary

Stocks

U.S. publishers'	(Short Tons)	(Metric Tons)	(Days' Supply On Hand[2])	(Days' Supply In Transit[2])
August 1979	721,320	654,371	31	7
August 1978	867,602	787,076	41	7
Canadian mills				
August 1979	209,227	189,808	--	--
August 1978	303,475	275,308	--	--
U.S. mills				
August 1979	22,644	20,542	--	--
August 1978	27,875(r)	25,288	--	--

Newsprint notes

Southwest Forest Industries raised the price of 30-pound standard newsprint by $30 a ton, to $375, effective Oct. 1. The company said the increase, which followed similar boosts by other producers, was implemented to offset higher costs for wood fiber, energy and transportation.

Meanwhile, the **St. Regis Paper Co.**, Southland Division, announced that it will hike its newsprint price to $365 a ton on Nov. 16.

• • •

Boise Southern Paper Co. has postponed the start-up date for its 190,000-tons-per-year newsprint machine at DeRidder, La. The delay from mid-December to June 1980 was caused by a strike at the company manufacturing the machine.

• • •

Crown Zellerbach Canada Ltd. has received assurances from the British Columbia Hydro and Power Authority that it will deliver more electric power to Vancouver Island. This means Crown Zellerbach will proceed with construction of a third newsprint machine at its Elk Falls, British Columbia, mill later this fall. The machine will cost $171 million (Canadian), with start up scheduled in early 1983. It will have annual newsprint capacity of about 200,000 short tons.

• • •

Donohue Inc. and **Normick Perron Inc.** have announced the signing of a joint-venture agreement to construct a $140 million (Canadian) newsprint mill at Amos, Quebec. Under the agreement, a new company, Donohue Normick Inc., will be formed to operate the mill. It will be

owned 51 percent by Donohue and 49 percent by Normick Perron. Construction of the 175,000-tons-per-year mill tentatively is scheduled to begin next year, with completion in 1982. The project is contingent on favorable engineering studies and other conditions.

• • •

British Columbia Forest Products Ltd. says it will begin immediately the construction of a $150 million (Canadian) newsprint machine and pulp mill at its Crofton, British Columbia, complex. The annual capacity of this third machine will be about 193,000 short tons per year, bringing total newsprint capacity at Crofton to 475,000 short tons.

• • •

Kruger Pulp and Paper Ltd. is negotiating with the British Columbia government for the purchase of an Ocean Falls newsprint mill. The mill has been operated by the government since 1973 when it was abandoned by Crown Zellerbach Canada Ltd. Kruger says it is prepared to invest $200 million in acquiring and expanding operations there. Current capacity is about 97,000 short tons.

• • •

Quebec and the Canadian government will provide grants of $322 million (Canadian) for forest development and $150 million (Canadian) for modernization of pulp and paper facilities in the province. Sixty percent of the money will come from the national government and 40 percent from Quebec.

Ontario and the government also have agreed on a five-year program to aid pulp and paper companies there. Ontario will provide $100 million (Canadian) and the Canadian government $50 million (Canadian) for eligible projects. □

1978 statistics available

Newsprint Statistics 1978, a historical compilation of newsprint statistics, is now available upon request from ANPA's Newsprint/Traffic Department. □

Transportation notes

Eastern U.S. railroads decided not to levy a proposed $70-a-ton surcharge on XM boxcars, which are used to haul newsprint, after ANPA and other groups protested the increase. Shipments from and to Canadian mills would have been affected.

• • •

A **freight-service embargo** ordered by a federal judge was scheduled to take effect on the **Milwaukee Railroad** Nov. 1, with 5,800 miles of its 9,800-mile system affected. The 60-day order is renewable for an additional 180 days. Tentatively, the Interstate Commerce Commission decided to order seven railroads to take over the service to most points that originate or terminate freight traffic.

• • •

The strike that had shut down the bankrupt **Chicago, Rock Island & Pacific Railroad** for nearly two months ended Oct. 22 with a settlement between the railroad and the two unions involved—Brotherhood of Railway Clerks and the United Transportation Union. James J. Reynolds, chairman of the emergency board created by the President to resolve the labor dispute, said the agreement must be approved by the ICC and the federal court overseeing the line's reorganization. None of the settlement terms apply in the period of directed service.

• • •

The nation's railroads recently added a 1.1 percent fuel **surcharge to freight rates.** The same charge is effective on shipments to and from Canada. The fuel-related increase was the fourth granted by the ICC in less than four months.

Meanwhile, the ICC approved railroad **general freight-rate increases.** They average 9 percent for eastern railroads, 7.8 percent for roads in the West and 6.4 percent for southern lines. □

Equipment for sale

Didde-Glaser D G 320 three-station newspaper inserter, handles up to 10,000 per hour, in good condition, now running in our plant. Contact Norm Hirsch, Des Plaines Publishing Co., 1000 Executive Way, Des Plaines, Ill., (312) 824-1111.

Digital Equipment Corporation PDP8E computer system with 32K memory, used since early 1976 as production system with DEC Set 8000 software, recently replaced by 11/70 DEC system, excellent condition, asking $30,000, available immediately. DEC Set 8000 software and three DEC 11/05 controllers (each with two VT20 terminals) also for sale. Contact D. D. Lehman, The Tribune-Democrat, Johnstown, Pa. 15907, (814) 536-0711.

Metal stakes for tubes. We put tubes in two years ago and bought metal stakes to go with them. We're all done, and we have over 4,000 stakes left. We'll sell them at the price we paid two years ago, $1.08 each, just to clear them out. Contact Ben Myers at The Lapeer County Press, Lapeer, Mich. 48446, (313) 664-0811.

DuPont pattern plate system and 1,000 Dycril 40AF plates, 15 1/2" x 23 1/2". System includes: Dycril hi-speed wash out unit No. 3225-60 hz, 10 hp, serial no. 59; Dycril exposure unit T-40, 60 hz, model FX4036, serial no. 76; Dycril plate dryer No. 1824, 60 hz, serial no. 40; water temperature regulator; Dycril wash out unit, 60 hz, serial no. 70; Dycril plate dryer, 60 hz, serial no. 41; and water temperature regulator. Last used Aug. 6. Contact Warren Hall, Tribune-Star Publishing Co. Inc., 721 Wabash Ave., Terre Haute, Ind. 47808, (812) 232-0581.

Extel printer and reperforator. Printer 3 years old but just overhauled by factory and in excellent shape. Reperforator used less than one year. $1,000 for each unit, including stand. Contact Lew Williams, P.O. Box 7900, Daily News, Ketchikan, Alaska 99901, (907) 225-3157.

Two Photon 713-200 phototypesetters with 6-, 9-, 11-, 14-, 18-, 24-, 30- and 36-pt. lenses, includes two 4-font type drums. Three Photon 561 phototypesetters with 7-, 10-, 12-, 14-, 18-, 24-, 30-, 36-, 42-, 48-, 60- and 72-pt. lenses; includes two 16-font type disk, spare parts. Three Fairchild tape perforator keyboards. Contact Bernard Griffin, Gannett Newspapers, Vestal Parkway East, Binghamton, N.Y. 13902, (607) 798-1307.

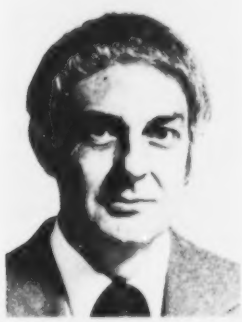
Standard & Johnson coin counter, model F1, serial no. 13025, in good condition. Also, NCR five-drawer cash register in good working order. Any reasonable offer considered. Contact Henry A. Gurski, vice president, The Jackson Newspapers, 367 Orange St., New Haven, Conn. 06503, (203) 562-1121.

(Editor's note. Exchange notices are published without charge as a service to ANPA-member newspapers.)

speeches

Lee J. Guittar

Erwin Jaffe



Reese Cleghorn

John Taylor

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **The *Gannett* Decision.** Sen. Daniel Patrick Moynihan (N.Y.). New York State Publishers Association, Saratoga Springs, N.Y., Aug. 27.

- **Operational Aspects of Marketing Strategies.** Lee J. Guittar, publisher, Dallas Times Herald, and chairman, ANPA Circulation Committee. ANPA/International Newspaper Promotion Association/International Newspaper Controllers and Finance Officers Circulation Computer Systems Symposium, Dallas, Oct. 2.

- **The Accused and Pretrial Publicity.** Joe R. Seacrest, chairman of the board, Journal-Star Printing Co., Lincoln, Neb., and chairman, ANPA Press/Bar Relations Committee. Bar-Press Educational Seminar, Nebraska Bar Association, Omaha, Oct. 10.

- **The ANPAPRESS™ Concept.** Erwin Jaffe, director, ANPA/RI Research Center. Research and Engineering Council of the Graphic Arts Industry Seminar on Press Waste, Chicago, Oct. 8.

- **Help for the Storm-Tossed Reader.** Reese Cleghorn, incoming president, National Conference of Editorial Writers, and associate editor, Detroit Free Press. National Conference of Editorial Writers, Phoenix, Sept. 24.

- **The Changing Marketplace for Newspapers in the 80's.** John Taylor, manager, Marketing Services, The Toronto Star. International Circulation Managers Association Annual Sales Conference, Phoenix, June 18.

- **The Paradox of Communications in an Information Society.** James D. Robinson III, chairman, American Express Co. American Advertising Federation, Washington, June 11.

- **The White House.** Helen Thomas, United Press International White House correspondent. UPI Editors and Publishers Conference, Houston, Oct. 8.

- **U.S. Energy: Moving off the Razor's Edge.** Charles J. DiBona, president, American Petroleum Institute. UPI Edicon, Oct. 9.

- **President Carter's Program on Energy and the Economy.** Neil Goldschmidt, U.S. secretary of transportation. UPI Edicon, Oct. 8.

- **A Safety-First Nuclear Policy for TVA.** S. David Freeman, chairman, Tennessee Valley Authority. UPI Edicon, Oct. 8.

- **Touching all the Basics.** John De Mott, associate professor of communications, Department of Journalism, Temple University. Presentation on Suburban Journalism, Editorial Staff Seminar, Bucks County Newspapers, Levittown, Pa.

ANPA calendar

November

ANPA News Research Committee meeting
Sheraton-Carlton Hotel, Washington, Nov. 2

ANPA/Newspaper Personnel Relations Association Personnel Workshop
Drake Hotel, Chicago, Nov. 4-7

ANPA Labor Negotiators Seminar
Kona Kai Club, San Diego, Nov. 5-7

ANPA/RI Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Nov. 5-9

ANPA Executive Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Nov. 12

ANPA Tax Law Action Group meeting
Hay Adams Hotel, Washington, Nov. 15

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Nov. 26-30

ANPA Circulation Committee meeting
Waldorf-Astoria Hotel, New York City, Nov. 29

December

ANPA/ABA Task Force meeting
Kadison, Pfaelzer, Woodward, Quinn and Rossi, Los Angeles, Dec. 1

ANPA/NPRA/International Circulation Managers Association/International Newspaper Promotion Association Circulation Managers Workshop
Water Tower Hyatt House, Chicago, Dec. 3-5

ANPA Board of Directors meeting
Capital Hilton Hotel, Washington, Dec. 5-6

ANPA Foundation Trustees meeting
Capital Hilton Hotel, Washington, Dec. 6

ANPA Newsprint Committee meeting
Capital Hilton Hotel, Washington, Dec. 7

January

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Jan. 7-11

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Jan. 7-11

ANPA Labor and Personnel Relations Committee meeting
Dodgertown Conference Center, Vero Beach, Fla., Jan. 16-19

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Jan. 21-25

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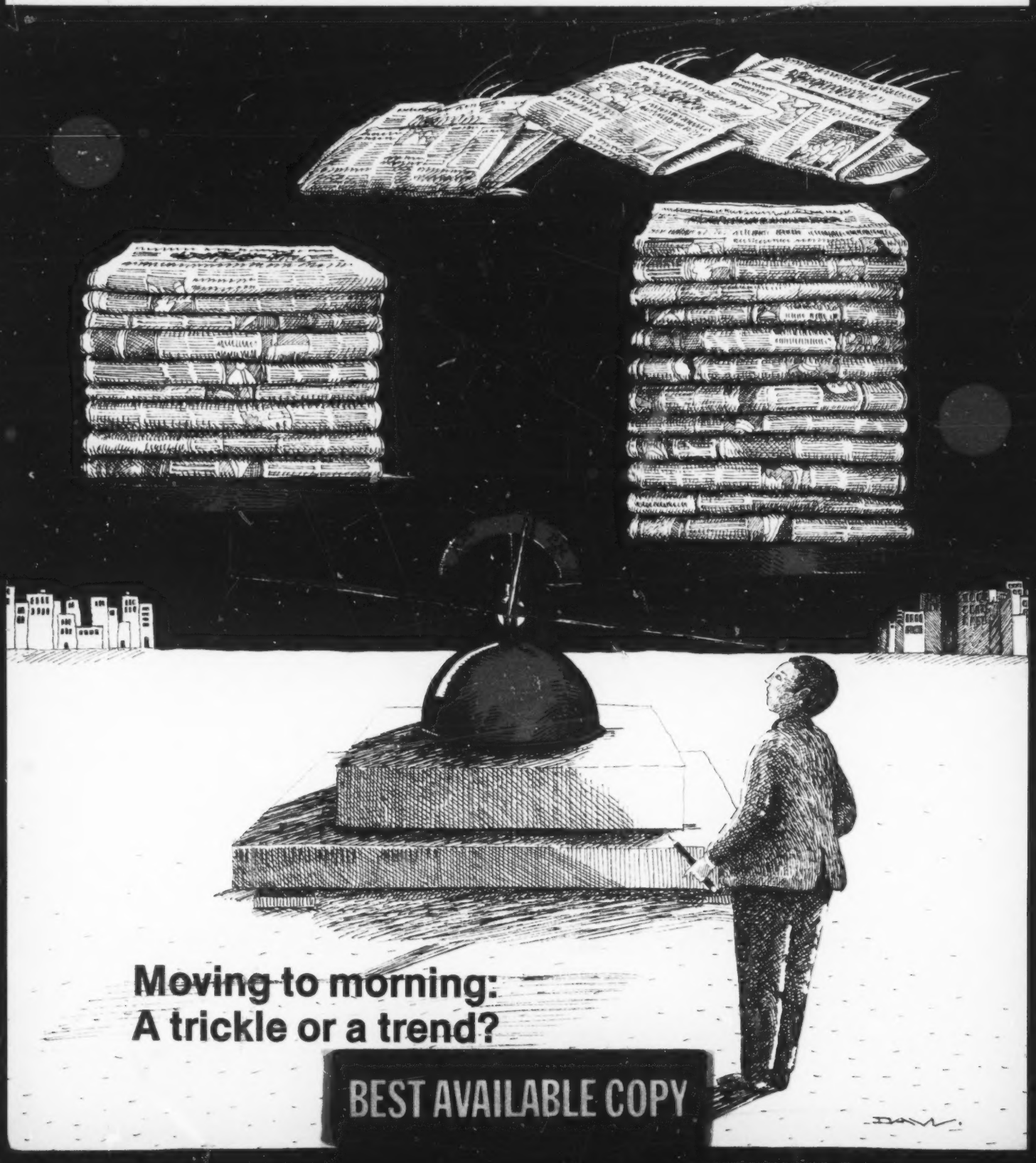
presstime

The Journal of the American Newspaper Publishers Association

December 1979



Moving to morning: A trickle or a trend?

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chairman's corner

Assessing presstime; does it work for you?

For this issue of **presstime,** we have invited Len H. Small, vice chairman of ANPA and chairman of the **presstime** Editorial Advisory Committee, to write this column.

—Allen H. Neuharth

Len H. Small

You have now received three editions of **presstime;** and while the magazine is still in its infancy, these early efforts do give us a beginning basis for assessment. I invite you to help in this exercise.

Your Editorial Advisory Committee has been actively monitoring, advising and critiquing this important publication. We are pleased with the progress that has been made. The reaction to **presstime** from within the newspaper business and elsewhere has been most favorable. That doesn't mean, however, that there are not questions about the role of **presstime,** nor changes and improvements that could be made.

Presstime belongs to all of us; so as many ANPA-member-newspaper executives as possible should be heard in the continuing assessment of this, our principal publication.

- Are there other subjects, or subject areas, which should be covered?
- Have you found places where **presstime's** coverage has missed the mark?
- What things should **presstime** emphasize more; what less?
- What should the journal do that it is not doing?

These are only some of the questions which can be posed. You may have views on some or all of these and more questions of your own. If so, we want to hear them.

Please take a few minutes now to jot down your assessment and your suggestions. Send them off to me or Jerry Friedheim or Jim Donahue.

Your thoughts will be seriously considered; and I promise you that we will continue to work to make **presstime** the very best journal possible.

Len H. Small

Len H. Small
Vice Chairman, ANPA
Chairman, Editorial Advisory Committee

ANPA

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presstime*

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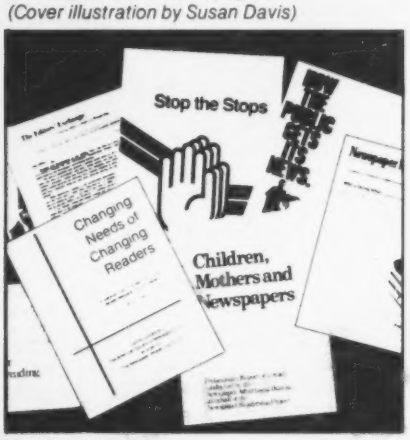
(Cover illustration by Susan Davis)



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Make Your Reservations *NOW!*

(Hawaii Visitor Bureau Photo)

- Don't miss this highlight of the year because you put off making early travel plans. If you have not already sent in your reservations for air travel, hotel requirements and convention registration, do it now. **Don't delay!**

- All the information you'll need to know about travel, hotel accommodations, Convention registration and post-Convention tours is contained in the Convention brochure mailed out in early October. A second mailing is now being made. **This brochure includes your Hotel, Air Travel and Convention Registration Form.** If you have not received your copy, we'll send you another. Write or phone Convention Planning, ANPA, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

- Group Travel Unlimited Inc. of Washington, D.C., has been designated the official Housing Bureau for the Convention. It also can handle all your travel needs. ANPA members may book air reservations through a local travel agency, although choice of flights may be scarce and there will be a modest service charge. Those who elect to use a local agency, however, should still make their hotel reservations through Group Travel Unlimited.

- An exciting program is being developed in coordination with the Associated Press, United Press International and others. The program will be of interest to all—focusing on worldwide issues and featuring world personalities. Highlighted will be the vital issues of our time: the economy, energy, politics and the press.

- And you'll enjoy the beauty of Hawaii and have the opportunity to take advantage of post-Convention tours to the Neighbor Islands, the South Pacific and the Orient.

- Don't miss it. Submit your reservations today. (See story, page 49.)

letters

Liked newsprint story

. . . I just wanted to write to tell you what a fine magazine you have.

I am particularly grateful for the very fair article by Margaret Genovese and Jon Udell on the newsprint situation. [**presstime,** November, pages 6 and 13.] The article provides the reader with excellent comments concerning newsprint demand and the capacity now planned by North American industry. In addition, we felt that the story concerning the recycling of old newspapers was most informative. . . .

Louis F. Laun, president
American Paper Institute
New York, N.Y.

An ombudsman's job

As Edmonton Journal ombudsman, I enjoyed the **presstime** article [November, page 33] by Charles B. Seib on the thoughts of a departing ombudsman.

While my experiences match his regarding the suspicions of our readers, and the touchiness of some journalists (and other newspaper departments, too, I might add) I don't agree with him that newspaper ombudsmen's "frustrations are large and frequent, and their victories are small and seldom."

Although a number of readers' complaints would be rectified even if the newspaper didn't have an ombudsman, there are others that would not. I know this as I have straightened out problems where a reader had tried on his own to have a matter corrected and got nowhere.

It may sound like Pollyanna, but helping other people really is a satisfying business.

Certainly, an ombudsman's job can have its frustrating moments with unpleasant readers and unyielding staff, but it can also be most rewarding when your efforts result in justice for someone who would not have obtained it otherwise.

My successes as an ombudsman are due to the fact that my newspaper wants the idea to work. If the paper were halfhearted about this, the task would be impossible.

I handle complaints regarding any aspect of the newspaper, and I find it interesting that most of the reluctance to admit to errors comes from the middle and bottom, not the top. A junior manager may tell me how unreasonable a customer or reader is, a department head is more likely to offer a solution to the problem.

Most complaints do not concern some great point of principle—as writings on ombudsmen sometimes suggest—but involve the meat-and-potatoes matters that keep a newspaper alive. Just how important those complaints are to the people who make them can rarely be over-estimated.

John Brown, ombudsman
Edmonton Journal
Edmonton, Alberta

More on presstime

Your new magazine is excellent. It covers a lot of territory in an authoritative, informative and graphically interesting way. I am also happy to see that Charles Seib will be a regular contributor.

The idea for an index is a good one. I have been clipping things from your first two issues, but a central index will be helpful and assure that I can find what I want when I need it.

With the great volume of reports and stories about the newspaper profession, I wish that idea could be carried a big step further with a centralized index of all such material from newspapers, magazines, research groups and speeches. . . .

George R. Venizelos, ombudsman
The Evening Press and Sun-Bulletin
Binghamton, N.Y.

Your publication is a really valuable resource for our many undergraduate students working toward a career in newspaper journalism and advertising. We have been using **presstime** as both a teaching tool and a resource asset in our program. I find it valuable, as do our other teachers and our students.

Hopefully, you will continue to run the essays and think pieces on various aspects of newspapering. As a selfish point, as I teach our management course, I would like to see more material of interest to young people who will be working through and upward in newspaper management. But, in any case, please keep the good stuff coming.

J. David Truby, professor/chairperson
Department of Journalism
Indiana University of Pennsylvania
Indiana, Pa.

Now that I have seen two issues of **presstime,** I urge you to reconsider the decision to do away with the Labor Relations Report. . . .

As a practitioner of personnel and labor relations, my interest in arbitration awards, NLRB and court decisions is not general or passing. I *use* those decisions. I rely upon them. I need them. To eliminate this tool will be a mistake and it will have to be replaced some way. To eliminate this service will be a great disservice to ANPA members, and I urge you . . . to reconsider.

Robert B. Higdon
Employee Relations Manager
The Detroit News

Congratulations on your first issue of **presstime.** It was, to me, a useful consolidation of interesting information presented in a highly readable format.

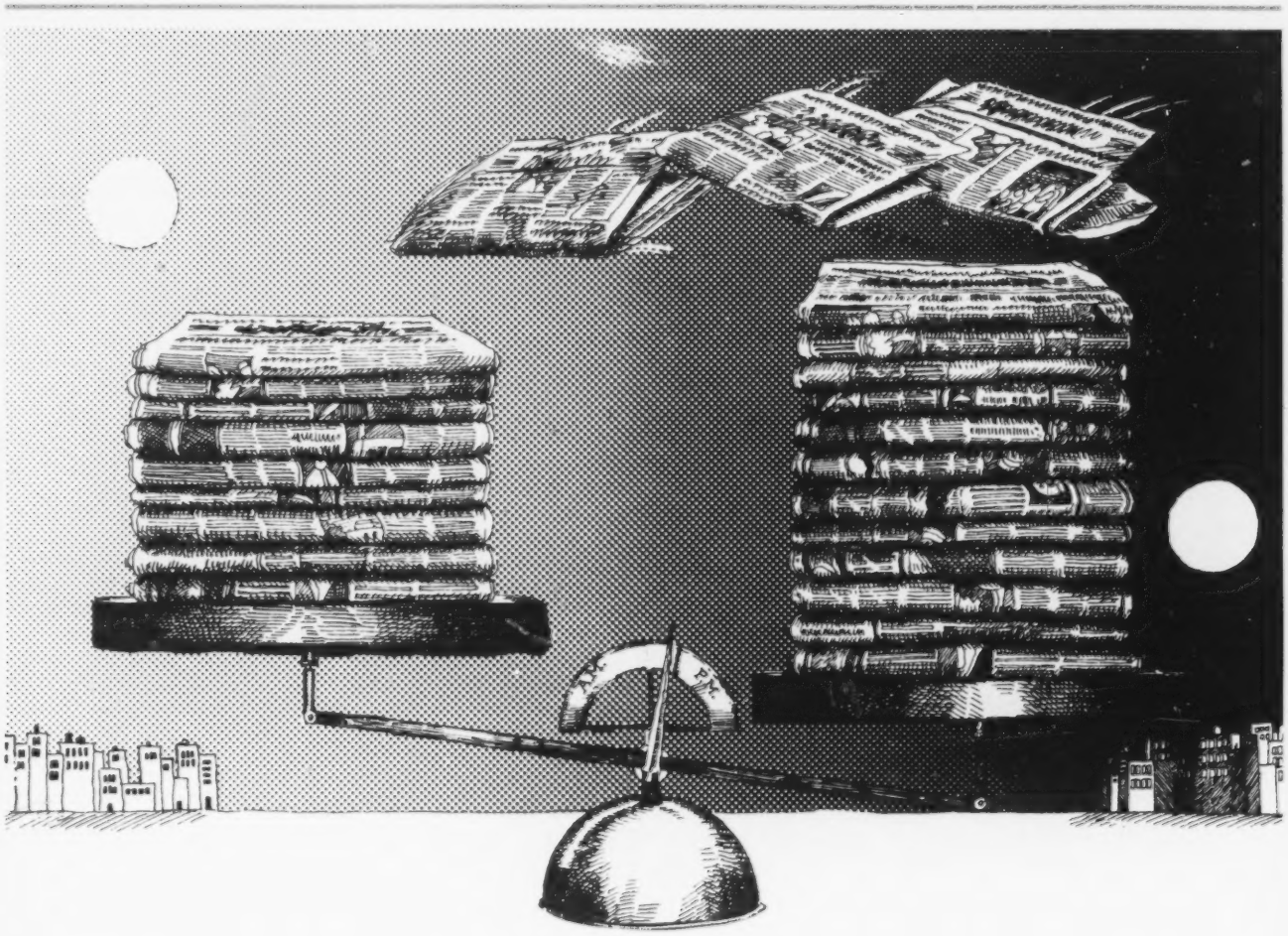
I gather that some have criticized the move away from various specialized bulletins directed to those involved in the specific departments. I disagree with that criticism.

The more we know about our company's overall activities, problems and opportunities, the more valuable our contribution can be. The need to satisfy our marketplace requires us to absorb much more than the news and techniques of our own discipline.

Burton Kaplan
Marketing Director
Chemco Photoproducts Co.
Glen Cove, N.Y.

Presstime is great—even if it doesn't capitalize its own title, which is a proper noun!

Edmund Arnold, professor
Department of Mass Communications
Virginia Commonwealth University
Richmond, Va.



P.M. to A.M.: Is a trend building?

By Kathleen Hunt Baird
presstime staff writer

Since January, at least a dozen U.S. dailies have rotated their publication schedule from an evening to a morning orbit. Only about seven had done so in the past decade.

Several industry observers think this signals an early-bird trend among newspapers. "The afternoon-to-morning switch is of fairly recent vintage," remarks John Morton, newspaper analyst for John Muir & Co. "It's really getting underway now."

Others disagree. Charles O. Bennett, vice president of public relations at the Audit Bureau of Circulations, says "there has been some change in some afternoons going morning, but we don't see any wild trend toward it."

And Reg Murphy, publisher and editor of the evening San Francisco Examiner, thinks "afternoon newspapers are going to do damn well" in coming years because more costly and less available gasoline will force people to use mass transit and to move closer to their workplaces in central cities.

"It will give them more time to sit down at the end of the day with a 'friend' and find out what's going on in the world," reasons Murphy.

Statistically, however, it is clear that morning newspapers as a group are gaining much faster than their later-in-the-day counterparts.

The number of U.S. newspapers publishing as a.m.'s increased from 312 in 1960 to 334 in 1970 to 360 last year. Between 1960 and 1970, a.m. circulation rose from just over 24 million to nearly 26 million. In 1978, it climbed to a record 27,656,739.

The figures for evening newspapers are not so rosy. Their circulation, which grew in the 1960s from 34.8 million to 36.2 million, stood at 34,333,258 last year; and the number of p.m.'s—with some year-to-year, up-and-down fluctuations—showed a net decrease of 29 between 1960 and 1978.

Even so, at 1,430, there were four times as many p.m. newspapers as a.m.'s in the United States last year, and p.m. circulation was almost 6.7 million copies a day higher.

But there are other developments suggesting a trend toward morning publication. For example, at least 55 newspapers have changed their Saturday afternoon editions to Saturday morning since 1970, and nearly a dozen others have filled publication holes by adding an edition on Saturday morning.

Moreover, the Sunday morning newspaper business has boomed—and it continues to do so. From 563 Sunday newspapers (circulation 47.7 million) in 1960, the number increased to 586 (circulation 49.2 million) in 1970 and to a record 696 with an all-time high circulation of 53,990,033 in 1978.

And increasingly, evening newspapers are rising with the sun weekdays. Several newspapers which continue to publish as p.m.'s now offer morning editions as well.

The traditional a.m.-p.m. distinction has become so blurred that in June the ABC eliminated its rules requiring publishers to indicate separate circulation totals for morning and evening editions. "We leave it up to the publisher if he wants to call it a morning or an evening," says Bennett.

What many industry observers predict will be a long-term p.m.-to-a.m. trend began when five medium-to-large circulation dailies in California and Florida made the switch.

So far this year, at least 12 newspapers in all parts of the country have changed from sunset to sunup delivery. Sizes vary from the 4,258-circulation Colby (Kan.) Free Press to the 58,046-circulation Bakersfield Californian. (See table, below.)

P.M. to A.M. Conversions by U.S. Daily Newspapers (1976-79)[1]

Newspaper	Circulation	Conversion Date
Arkansas Democrat, Little Rock	60,216	Oct. 8, 1979
The Bakersfield Californian	58,046	Oct. 1, 1979
Fairmont (Minn.) Sentinel	13,044	Sept. 17, 1979
Clearwater (Fla.) Sun	38,864	Sept. 10, 1979
The Journal, New Ulm, Minn.	11,305	Aug. 14, 1979
North Platte (Neb.) Telegraph	17,781	July 27, 1979
Sioux Falls (S.D.) Argus-Leader	46,602	July 9, 1979
Lake Charles (La.) American Press	36,455	July 2, 1979
The Dispatch Today, Cookeville, Tenn.	13,666	June 4, 1979
The Ledger, Lakeland, Fla.	39,396	Apr. 30, 1979
The Berkshire Eagle, Pittsfield, Mass.	31,687	Apr. 30, 1979
Colby (Kan.) Free Press	4,258	Jan. 2, 1979
The Sacramento (Calif.) Bee	176,604	Apr. 18, 1978
Tallahassee (Fla.) Democrat	42,748	Jan. 3, 1978
Gainesville (Fla.) Sun	32,419	Sept. 5, 1977
The Fresno (Calif.) Bee	107,533	Dec. 6, 1976
The Modesto (Calif.) Bee	51,301	Oct. 4, 1976
TOTAL:	781,925	

[1] Table compiled from ANPA records and may not be all inclusive.

When **presstime** contacted executives at more than half of these newspapers, they said they think the conversion will enable them to:

- Provide more timely information, including late-breaking news, final sports reports and complete stock market tables
- Compete more effectively with television and other demands on readers' time
- Extend their circulation area and otherwise increase their circulation
- Avoid traffic congestion during delivery
- Provide same-day mail delivery
- Save energy by distributing at night and in the mails, and by not running presses during peak hours
- Provide all-day exposure and same-day response for advertisers
- Increase advertising revenues.

Factors to consider

They also suggested some factors which other publishers who are contemplating the changeover should consider. Among them:

- High carrier turnover, primarily because parents are reluctant to allow their children to take on the early-morning hours required for a.m. delivery. They suggest a concerted effort for carrier retention and recruitment.
- The need to reschedule personnel, especially in the production department, which can result in some employee dissatisfaction.
- The resistance of some readers, which many say can be overcome with time and proper promotional efforts.
- An initial increase in service complaints, in part because subscribers cannot contact carriers at school. Again, time and thorough preparation are cited as the main remedies.
- Some apprehension on the part of advertisers, which can be dispelled easily by briefing them prior to the switch on the advantages it will bring to them.
- Cash outlays for promotion, new features and other reader services, and, in some cases, extra staff.

However, in Canada—which has a well-established p.m. newspaper mar-

ket—no major trend in daily p.m.-to-a.m. conversion has surfaced to date. "Evening newspapers are a way of life," comments John E. Foy, general manager of the Canadian Daily Newspaper Publishers Association. "There are no major traffic problems, and the climate discourages people from going out at night much of the time."

Canada had 21 a.m.'s (total circulation more than 1.1 million) and 92 p.m.'s (total circulation just under 3.6 million) in 1970. Today there are 23 a.m.'s (total circulation 1,786,039) and 100 p.m.'s (total circulation 3,611,976).

But one Canadian newspaper did convert from p.m. to a.m. in 1979. The Ottawa (Ontario) Journal, circulation 79,873, took the step Sept. 24, primarily because it felt that as a morning newspaper it could compete more effectively with the larger evening Citizen.

There also has been some conversion to morning publication on weekends, and new Sunday morning editions have been launched in some cities. All of which leads some experts to conclude that Canadian newspapers are on the same path being traveled by those in the United States.

As Keith Bull, market research and information manager at the evening Toronto Star, observes, "Very often, what happens south of the border is reflected up here, either at the same time or with a lag. Most people who track what's going on in the newspaper industry in Canada are aware of trends in the United States, and we follow them to see what implications there might be for us."

Donald F. Hunt, general manager of The Toronto Sun, a morning tabloid, thinks the p.m. newspaper will disappear totally in Canada. "It has in Europe," he says. "North America is behind Europe, and we're behind the Americans."

In the United States, many of the converting newspapers had been experiencing declining or stagnant circulation and advertising. And most report that the switch to a.m. publication, in whole or in part, has begun paying dividends.

After nearly two centuries of publishing as an evening newspaper, The Berkshire Eagle in Pittsfield, Mass., became an a.m. April 30. Since then, says Circulation Manager William P. Sheisy, the newspaper "has had a total gain in circulation of about 1,200 to 1,400 (to a total of about 31,700) and not many stops." He adds, "We've also increased our vending machine and dealer, or store outlets."

On the West Coast, The Bakersfield Californian has tallied modest gains since its Oct. 1 switch. Robert Marion, promotion manager, says, "We're gaining, but nothing drastic yet. It will be a slow, steady climb as people get accustomed to having a morning edition. I haven't heard of any afternoon newspapers that went morning losing circulation."

Changing from Saturday afternoon to Saturday morning while retaining p.m. status weekdays also can affect circulation. Richard T. Bentley Jr., general manager of the 19,755-circulation Merced (Calif.) Sun-Star, says the Saturday morning edition, which on Sept. 15 replaced the Saturday p.m., generated "100 voluntary subscription phone calls the first Saturday we printed it. We got 75 calls the second week. Newsstand sales also are up considerably."

Susan Davis

The Daily World in Aberdeen, Wash., circulation 18,966, also increased single-copy sales when it moved from Saturday p.m. to a.m. on Aug. 4. Moreover, Gary McLaughlin, advertising director, says, "Before, we ran about 100 column inches of retail advertisements per Saturday. Now, we're running probably an average of 550 column inches." He adds that the shift on Saturday did not weaken the Friday and Sunday editions.

Demographic changes are believed to be behind the move toward a.m. newspapers. As newspaper analyst Morton says, "The majority of middle-income families now live in the suburbs, and a great part of retail sales occur there. People are going to work later and get home later than they used to, which tends to favor morning publication."

And there have been other changes in the work force which appear to be affecting newspaper readership. John B. Mauro, director of research for Richmond, Va.-based Media General Inc., notes that "we have had a growth of white-collar occupations." White-collar workers have more reading time in the morning, he explains, unlike those in blue-collar positions which often require a crack-of-dawn start.

Joseph Belden, president of Belden Associates, a Dallas research firm, says the nature of leisure time also might encourage morning publication. He argues that "a new and growing competition for time from all kinds of proliferating activities" tends to trim the time available for evening newspaper reading.

Roger Matz, publisher of The Journal, an 11,305-circulation newspaper in New Ulm, Minn., which converted to morning publication Aug. 14, agrees. As he puts it: "There's a certain amount of changing lifestyles, where people would rather watch television or go out at night."

TV competition

Matz's comment raises an issue much debated in the newspaper industry: competition from television for people's free time. John P. Robinson, professor of communications and director of the Communications Research Center at Cleveland State University, conducted time-use studies nationally in 1965 and 1975. The results, reported in the August/September issue of Public Opinion magazine, show that American adults spent only 14 minutes a day reading newspapers in 1975, compared to 22 minutes daily 10 years earlier.

Meanwhile, national surveys by the Roper Organization show that television viewing in the U.S. rose from 2 hours and 17 minutes per day in 1961 to 2 hours, 50 minutes in 1971 and to 3 hours, 2 minutes in 1974. Average daily viewing hours dip-

ped to 2 hours, 53 minutes in 1976 before rising to 3 hours, 8 minutes in 1978.

But San Francisco Publisher Murphy thinks television will not threaten newspapers seriously. He says print media can fill a role television cannot. "People can't get enough information out of television," Murphy explains. "For shopping alone, even if we didn't print a line of news, without newspapers they wouldn't have enough information to buy a used car from classified or a new suit from retail."

Others disagree. Owen Kearns Jr., managing editor of The Bakersfield Californian, says, "We were getting beat quite badly by the electronic people. In an afternoon posture, we were little more than a warmed-over newspaper."

Kearns and others involved in a change to a.m. publication believe the conversion strengthens a newspaper's competitive advantage.

John C. Hughes, managing editor of The Daily World in Aberdeen, says that by publishing Saturday morning instead of Saturday evening, "We're getting a leg up on our competitors. This is a sports community and Saturday is just a sports day, no doubt about it. Now we go to press at 3 a.m., so we have all the latest sports, usually with a good piece of sports art work. So, it's an enormous success with readers."

Raymond Stougaard, publisher of the Sentinel in Fairmont, Minn., circulation 13,044, says the switch to a.m. Sept. 17 "has made the newspaper more viable to a large percent of our readers. For example, our farm readers are interested in futures in livestock and grain. We couldn't provide market data in the evening newspaper. Now, we present the complete market the next morning." About 40 percent of Sentinel subscribers live on farms.

Delivery problems

Unlike newspapers in rural surroundings, metropolitan p.m. dailies must contend with heavily congested streets and traffic jams—a major factor in some large newspapers' decision to begin putting out morning editions while continuing their afternoon editions.

Richard J. V. Johnson, president of the 339,573-circulation Houston Chronicle, which began printing a morning edition Sept. 4 for home delivery to outlying areas and for newsstands, says, "It's called survival. The choking of the traffic and the problems of distribution are totally the reasons for our morning edition."

Researcher Belden suggests another factor which can affect delivery "The tendency in some places is for morning newspapers to be delivered by more adult, responsible crews and the afternoon editions by younger people. Thus, the effectiveness of delivery service, or lack thereof, can be a factor," he says.

He also cautions that "all papers aren't going to improve their situation magically by going morning. It's a great temptation because of the national trend, but it's a very complex situation and it can't be taken lightly." Particular market conditions, reader preference and the nature of the competition can be determining factors, Belden says.

Susan Davis

Morton cites an example where Belden's warning would apply. He says the Westchester Rockland newspapers in White Plains, N.Y., illustrate a case where smaller dailies remain evening publications "rather than go head-to-head with successful big-city newspapers, which normally are morning newspapers. People in the area tend to take the small Gannett p.m., which covers their community, then take The New York Times or the New York Daily News."

Other, purely local factors can influence decisions about publication schedules.

Two newspapers, for entirely different reasons, went from sunset to sunup and back to sunset delivery in the 1970s.

In a mining area of New Mexico, the Raton Range, circulation 3,182, switched to a.m. in October 1971 after a change of ownership. But it reverted to p.m. in August 1974 after the paper was sold again and the new owners concluded that the miners simply went to work too early to read an a.m. edition.

The Xenia (Ohio) Daily Gazette, circulation 13,203, was forced to publish in the mornings after a tornado destroyed school buildings in 1974; staggered school hours kept carriers in classes during afternoon delivery time. But after normal school hours resumed, the newspaper went back to evening publication.

Future trends

But these are isolated cases. Morton forecasts that the move toward morning publication "will be with us for a long time." He sees several changes ahead in publication schedules.

"I suspect that some afternoon newspapers are starting a.m. editions as a prelude to all-day publication, then eventually going just a.m.," he theorizes. "In cities with morning/evening combinations published by the same company, we find some converting to all-day. Usually, it is just a euphemism for killing off the evening and replacing it with a later morning edition."

At least two recent developments lend credence to Morton's theory. On Oct. 1, the Rockford (Ill.) Register Star, circulation 79,772, switched from an all-day to a morning newspaper. And on Oct. 8, the Arkansas Democrat, circulation 60,216, in Little Rock became an a.m. after publishing almost nine months as an afternoon newspaper with a morning edition. The move put the Democrat in head-to-head competition with the Arkansas Gazette, and leaves Arkansas's largest city without a locally published evening newspaper.

But many others are determined to not let that happen elsewhere.

As The Houston Chronicle's Johnson states emphatically, "There will always be an evening paper here. We are not going to dissolve our afternoon edition under any circumstances." □

Going A.M.

Energy crisis spurs change at North Platte (Neb.) Telegraph

The North Platte (Neb.) Telegraph learned through experience that tinkering with publication schedules can infuriate readers. It also can please them.

Two years ago, the Telegraph launched a Sunday edition with great fanfare. But the Sunday newspaper came at the expense of what the newspaper soon discovered was a highly popular Friday edition.

"We just had people mad as the dickens because we dropped Friday's paper," exclaims Keith Blackledge, editor. "People wanted a Friday paper."

So, when the Telegraph made the next major adjustment in its publication schedule last summer—switching from the p.m. to the a.m. cycle—it restored the Friday edition while dropping the Monday newspaper. The latest move met little resistance among the ranchers, railroad workers and other Telegraph readers in the wheat and cattle country of West Central Nebraska. Circulation increased slightly, from 17,437 in July to 17,781 in October.

Blackledge says the Telegraph had been considering the switch for several years because "you're bumping up against television in the evening and other activities people have, and, in general, we felt that morning newspapers are better products for readers and advertisers."

Last summer's rising gasoline prices "spurred us," Blackledge says. "We were delivering over a thinly populated area, and by converting to morning we could cut out four motor routes and get the newspaper there the same day of publication through the mail." About 600 subscribers were switched to mail delivery, and the Telegraph expects to save 15,000 gallons of gasoline a year because of that and other delivery changes.

The conversion was accomplished within two months with the help of forethought, cooperation, promotion and $10,000 to $12,000 in start-up costs. Even at that, not all went smoothly, particularly in the circulation department where delivery snags and carrier turnover caused problems in the early going.

In May, the Telegraph established a Morning Publication Task Force, composed primarily of department heads and chaired by James R. Beatty, general manager of Western Computer Services, owned by Western Publishing Co. Beatty had been involved in the conversion last April of The Ledger in Lakeland, Fla.

After brainstorming, the task force notified employees of a possible change and began surveying the public. "If we had found any overwhelming resistance on the part of our readers or advertisers, we might have changed our minds," says Blackledge. "We didn't."

A survey conducted by an independent polling firm showed that only 4 percent of the readers would object to a morning Telegraph.

Advertisers also responded well when

Adding Sunday

Meticulous planning precedes The Express/Sunday in Easton, Pa.

Creating a Sunday edition may well be one of the most exciting and important challenges a newspaper can face.

For the management and staff of The Express, Easton, Pa., the introduction of its first Sunday edition Oct. 14 marked the culmination of more than a year of careful planning and preparation.

"It was, from beginning to end, a team effort," says Editor and Publisher Donald W. Diehl.

Previously a six-day afternoon newspaper, The Express also changed its Saturday afternoon edition to the morning cycle on the same weekend that the Sunday newspaper was introduced. This was done to present a more balanced weekend editorial package and to create a smoother transition from a production standpoint.

Management at The Express had contemplated a Sunday edition as early as 1973 but delayed plans because of tight newsprint supplies, gasoline shortages and generally lackluster economic conditions.

"It's ironic that when we finally decided to start a Sunday paper, all three conditions repeated themselves," Diehl says. "But we finally decided that we couldn't wait for a more favorable time; we would just have to face these problems and overcome them."

A 1978 readership and marketing survey of The Express' circulation area by Yankelovich, Skelly and White had shown a positive public response to a Sunday edition which would include greater coverage of local news and sports, as well as more family-oriented and lifestyle features. Management felt that if The Express did not offer its readers this service on Sunday, other newspapers on the periphery might success-

Darlene Lyman, advertising manager, canvassed them. After deciding to go a.m., the Telegraph had a breakfast for the top 50 to 75 advertisers and explained the all-day exposure, same-day response and other potential advantages of morning publication.

After the Telegraph made a firm commitment to morning publication, the task force began drawing up a new blueprint for employee hours. No one quit because of the rescheduling (although Blackledge says there was "some grumbling"), and no new employees had to be hired.

In the pressroom and mailing departments, the conversion required "more of a psychological change than anything else, because we had been publishing on Saturday and Sunday mornings," says Jack L. Henry, production manager.

Working hours had to be scheduled taking into account the Telegraph's commercial printing operations, but Henry says, "in most cases we were able to go along with what people wanted as long as all the qualifications were met."

Minimal changes were made in the advertising department. Two data typists now alternate nightshifts each month to set copy and make corrections.

The newsroom alternates the night shift among general assignment reporters, and specialists continue to cover their beats, including night meetings, as before. Blackledge says "desk people, who used to come in early in the morning and work like crazy and be wrung out by deadline time, come in around 3 in the afternoon now."

News Editor Jeffrey L. Funk thinks the news product has improved because of the change. "You have more opportunity with a morning newspaper to edit stories a little more closely and rewrite where necessary," he comments.

The Telegraph also added news features, introduced readers to Doonesbury and Jimmy the Greek, and redesigned its nameplate. It publicized these and other changes during an elaborate promotional campaign which included several contests for readers, including limerick and photographic competitions focusing on morning themes.

Anticipating turnover because of the switch, the Telegraph also campaigned for carrier retention. Meeting with carriers and their parents well in advance of the change, "We pointed out that the new hours wouldn't conflict with after-school activities, like Boy Scouts and Girl Scouts, and that they could play sports," Circulation Manager Robert Peal says.

The Telegraph treated carriers to free movies, promotional tee-shirts and new newspaper bags; carrier incentive contests were intensified; on-time delivery parties were held.

The task force also thought that switching during the summer—before winter's dark and cold, and while school was out—would minimize carrier turnover. Nevertheless, the Telegraph lost 30 percent of its 240 carriers, twice the rate during previous Augusts.

Commenting on his experience, Peal advocates more contact with carriers prior to going a.m. "Sometimes," he reflects, "I felt we were doing all the talking because there was so much to tell them, and not as much listening as we could have. An extra 15 to 20 minutes with each kid would have helped."

In retrospect, Blackledge also had an "if-I-had-it-to-do-over-again" thought. He thinks a little more lead time could have smoothed the whole conversion process. "It was calling it pretty tight," he says.

But he adds that the Telegraph did not have much of a choice. "We decided if we were going to do it, we'd better do it this summer. Next year we will be deeply involved in building a new plant, and we didn't want to be involved in both at the same time." □

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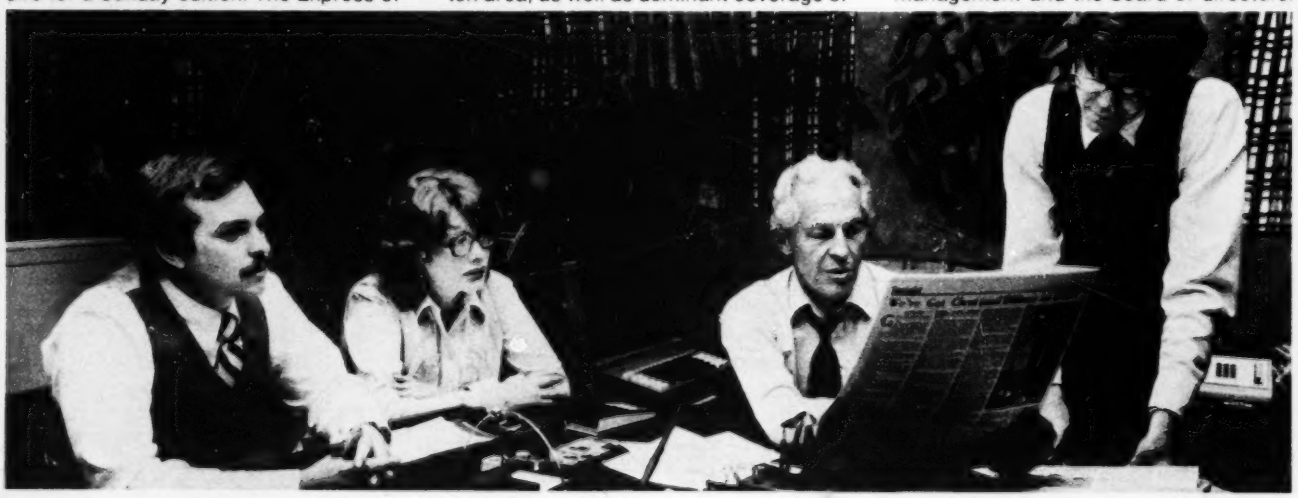
fully invade The Express' market.

Advertisers also had expressed a desire for a Sunday edition. The Express offered 75 to 90 percent market penetration in the eastern Allentown-Bethlehem-Easton area, as well as dominant coverage of two nearby counties in New Jersey.

Another factor influencing Express management and the board of directors:



Express Editor and President Diehl (holding newspaper) reviews Sunday edition with (left to right) staffers Zito, Gladfelter and Jodon.

Sunday papers throughout the country have been growing faster in circulation and advertising than most daily editions.

From the project's beginning, a six-person planning committee met each Friday to hammer out details, then met with the president the following Tuesday to make decisions. Each department also held regular staff meetings to keep everyone informed of the progress and to fine-tune the strategy. According to Diehl, "Careful planning and cooperation among the departments were keys to making a project like this work. Another was our decision to assign the assistant to the president as full-time coordinator of the project. As the result, there have been very few surprises; we haven't met many situations which we did not anticipate."

Project coordinator Daniel D. Zito and other department heads visited three newspapers which had recently added a Sunday edition. They talked by telephone with their counterparts at a number of others. "The help we received—both in what to do and what not to do—was invaluable," says Zito.

From its inception, The Express/Sunday was viewed as part of a total seven-day, home-delivered package.

Circulation Director Robert R. Kellagher had studied newspapers that offered new Sunday editions as separate products as well as those that sold only seven-day home delivery. Most newspapers in competitive situations that treated Sunday separately could expect to convert only 50 to 75 percent of their daily readership to Sunday, while those offering a complete weekly package lost no significant circulation.

By offering a seven-day package, The Express could assure its advertisers a Sunday circulation base at least equal to the other editions and keep the price for home delivery competitively low by avoiding separate subscriber lists and delivery routes. Home-delivered price was increased from $1.10 to $1.30 per week. Newsstand price for Sunday was set at 40 cents. The daily price remained 20 cents.

Because all home delivery was automatically changed to seven-day routes, no carriers or motor routes had to be added. The turnover rate was kept low by the district managers keeping carriers well-informed during the planning stages. The Express also passed on half of the price of the Sunday newspaper to the carriers.

"We also knew that by making our product a seven-day package, we had to provide a newspaper that no Express reader would want to be without," explains Kellagher. "If it were anything less, it just wouldn't fly with our subscribers, most of whom were buying other Sunday papers."

"It's just one of seven editions, but it is the most important issue we put out. It requires a great deal of time to get everything coordinated. We now plan enterprise and feature stories in all sections at least four weeks in advance."

"From the beginning," says Managing Editor Robert W. Jodon, "the board and management decided that we would produce a quality product. We added 12-1/2 people to the news staff, including an experienced Sunday editor, June Gladfelter. We bought dozens of new syndicated features, a six-page color comic section and the equipment necessary to produce more process color throughout the paper."

The board authorized a 400-column news hole in the six news and feature sections produced in the plant.

"It's just one of seven editions," Jodon adds, "but it is the most important issue we put out. It requires a great deal of time to get everything coordinated. We now plan enterprise and feature stories in all sections at least four weeks in advance."

The move to a Sunday edition was preceded by the installation of a Logicon TPS/6000 front-end system to handle the added copy flow of a Sunday newspaper. The system permits the production crew to run the department for seven days with the former six-day staff. Thus, management decided to postpone introduction of the Sunday edition until the system was in place.

Tackling such a project during the transition to tubes gave management pause, but the system performed satisfactorily soon after its installation in August.

To produce the Sunday edition, night shifts were added on Fridays and Saturdays. "To handle the increased shifts," says Production Director John R. Rodney, "we decided that all production employees would rotate night shifts, no matter what their seniority or skills. In this manner, responsibility would be shared equally, and all employees would be treated fairly."

Two promotion campaigns were developed for The Express/Sunday: one for advertisers, another for readers. A central theme was used in both campaigns.

Promotion Manager Richard A. King worked closely with Sales and Marketing Director Edward E. Howard to present a sales package highlighting the market potential for advertisers. Slide presentations and printed material were developed and used on every potential account.

The campaign for readers was carried out in The Express, four other newspapers, six radio stations and outdoor media, even including airplane flyovers of football games.

Diehl feels that it is still too early to proclaim The Express/Sunday an unqualified success, but all indications are that it is being well received. Sunday sales are currently running about 2,500 copies above the rest of the week, and advertising is ahead of projections.

"This project has had some extra benefits we hadn't anticipated," says Diehl. "The meticulous planning process has sharpened the management skills of our department heads. And thinking through the special needs for a Sunday paper has improved our daily product. Our self-image—and The Express' image in the community—have grown too. Somehow, a seven-day newspaper is more important to the communities it serves than a six-day paper, and the readers and advertisers—and staff—recognize it." □

Kansas editor, 72, crusades to keep rest home operating

Sometimes, the good news does end up on page one.

The good news emanating recently from Phillipsburg, Kan., might have qualified as a genuine Christmas story, if it had happened this month. As it was, the spirit of giving, which traditionally marks this season, was there in abundance.

The story involves the efforts of the people of the community, population 3,500, led by the editor and publisher of the local weekly newspaper, circulation 4,000, to find the means to keep 13 elderly and mentally retarded people in their "home."

McDill "Huck" Boyd, 72-year-old editor and publisher of the Phillips County Review, says the story began when the manager of the Borum Gentle Care Home came into his office in late summer. She told him that the home would be closing soon; no longer could she pay all of her bills or meet all of the federal standards that accompanied her acceptance of government funds for support of some of the residents, she explained.

The woman's plight touched Boyd. He visited the home and found that the residents, unable to live alone because of the infirmities of old age or mental handicaps, "do some little things" to contribute to its operation. If the Borum Home were to close, he feared, the residents probably would be placed in nursing homes where the burden for their care would fall more heavily on the taxpayers; not only that, Boyd reasoned that they might "lose the sense of dignity" that their limited, self-care afforded them.

So, he made a public appeal, via the Review, for suggestions on how to deal with the situation. A meeting was held with interested citizens. The community concluded that "it seemed like it was going to take such a little additional money to keep it operating, that we ought to do it," Boyd says.

Spurred by editorials and articles in his newspaper, clubs, church groups and individuals began responding with donations.

A corporation was set up, with Boyd as president, to handle the contributions and organize the project. By late November, they were nearly halfway to their goal of $25,000, the amount of money they figure it will cost to keep the home operating for at least a year without accepting government funds.

Almost $1,500 of the receipts came from half a continent away, from the readers of The Washington Post, who gave generously after reporter Bill Curry did a page-one story on the project.

He called Curry's article "very compassionate, very understanding," and added: "It is a very warm feeling to be helped in that fashion. It makes us feel that people are good everywhere." □

College football rankings: by writers, coaches —and now by computer

It's getting so you can't tell the players without a scorecard—in the college football rankings game, that is.

This season, The New York Times added a third to the recognized Big Two in college football rankings, the Associated Press' "Writers' Poll" and United Press International's "Coaches' Poll."

The Times used a computer to come up with its weekly listing of the top-20 collegiate teams. According to the Times, its "Team Power Rating" system ranked teams by won-lost records, margins of victory, caliber of opponents and date and place of games played.

The Times' computer agreed with many of the AP and UPI rankings, with the aberrations explained by the fact that the Times' computer factors in the comparative difficulty of schedules.

The Times' list was offered to subscribers to The New York Times News Service. □

Federal court to decide whether SEC can subpoena McGoff financial records

On Dec. 12, attorneys for Michigan publisher John P. McGoff and two of his companies, and lawyers for the Securities and Exchange Commission are scheduled to be in federal court over whether the SEC can compel McGoff and the firms to comply with subpoenas for eight years of financial and business records.

The SEC subpoenas were issued in July, according to documents filed with the U.S. District Court in Washington, D.C. According to McGoff's lawyers, the agency is investigating "whether McGoff, Global (Communications Corp.), Sacramento (Publishing Co.) and others had violated or were about to violate the reporting, anti-fraud, proxy and beneficial ownership provisions of The Exchange Act."

McGoff's lawyers, in papers also filed with the court, have charged that the subpoenas are "the latest in what appears to be a coordinated government effort to harrass and intimidate a vocal critic of the administration."

They cite an ongoing grand jury investigation authorized by the Justice Department to probe possible violations by McGoff of the Foreign Agents Registration Act and the decision of the Federal Communications Commission in July to set aside FCC staff approval of a TV license and construction permit for Panax Corp., a company of 65 daily and weekly newspapers which McGoff heads. The lawyers are seeking to quash the subpoenas on grounds that they violate the publisher's First, Fourth and Fifth Amendment rights. □

Cronkite to keynote First Amendment Congress

Walter Cronkite and James J. Kilpatrick will be the keynote speakers for the First Amendment Congresses in Philadelphia Jan. 16-17 and Williamsburg, Va., March 16-18. ANPA Foundation and 11 other media organizations are sponsoring the sessions.

Besides Cronkite, speakers at the Philadelphia assembly will include George Gallup Jr., who will present results of a poll taken specifically for the occasion on "Public Attitudes Toward the Press." Gallup will be joined by Cronkite and two public attitude researchers from Michigan State University for a panel discussion on the subject.

"Whose First?," a two-part discussion on the First Amendment, will be moderated by Eugene Patterson, president and editor of the St. Petersburg (Fla.) Times, and Charles B. Seib, former ombudsman of The Washington Post. Panelists discussing ownership of First Amendment rights will include a law school dean, a state legislator, a big-city mayor, a deputy police chief, a congressman and a business executive. Other speakers will include John Henry Faulk, American writer and humorist; and Robert Toth, reporter for the Los Angeles Times.

Jean H. Otto, president of the Society of Professional Journalists, Sigma Delta Chi, and chairman of the steering committee of the First Amendment Congress, said, "The goal of this meeting is to begin a dialogue between the public and both print and broadcast journalists.

"We look for direct and frank conversation between those whose responsibility it is to deliver information and opinion and those who need facts and points of view to make the sound decisions required of democratic government," said Otto, who is editor of the op-ed page of The Milwaukee Journal.

At the Williamsburg session, Kilpatrick will discuss the formation of projects and programs to improve public/press relations. A number of workshops will be conducted, and the findings of each session will be presented to the entire delegate assembly.

Tentative topics for the workshop are: technology; privacy; responsibility; educating the public on the First Amendment; educating the media on the First Amendment; views of the legal profession and the executive and legislative branches; values in conflict—the First, Fourth and Sixth Amendments; and public access to the media, including the "fairness doctrine" and "equal time" provision. Further topics may be identified during the January session. □

New SPJ,SDX president hopes chapters will adopt 'Congress' format locally

If you want something done, the old saying goes, ask a busy person.

The person the members of The Society of Professional Journalists, Sigma Delta Chi, recently chose to be their president couldn't be busier or more enthusiastic about the full schedule ahead of her.

"If I had 40 hours a day, it wouldn't be enough," says Jean H. Otto, who now presides over the 35,000-member organization in addition to her duties as editor of the op-ed page of The Milwaukee Journal. She is also chairman of the steering committee for the First Amendment Congresses, a project under the sponsorship of 12 national press organizations, including ANPA Foundation and SPJ,SDX.

Elected to a one-year term during SPJ,SDX's 70th anniversary convention in November, Otto indicates that one issue she considers an "obvious" one for the organization to pursue in 1980 is freedom of information. She says SPJ,SDX will be watching for developments in this area nationwide "to try to become aware of long-term trends and things that are likely to be happening in the courts, so that we can begin to address them before they become serious problems.

"Certainly, I would do what I can to increase professionalism," she continues. "That runs the entire gamut from ethics, to accuracy, to sensitivity to people's feelings. . . . I would do what I can to encourage the most vigorous kind of reporting with a sensibility to the responsibility that is involved in that."

And, not unmindful that 160 of the society's approximately 290 chapters are located on college campuses, Otto says she feels "a real need to be in closer touch with journalism students—on what will be expected of them, what the conflicts are that they are going to face."

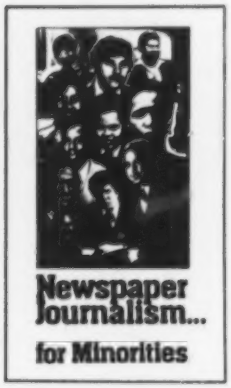
But the prospect that she speaks of most enthusiastically is that of getting local SPJ,SDX chapters involved in the First Amendment Congress concept.

"What I really hope I can accomplish is to have every (SPJ,SDX) chapter in the country pick up this idea and put it on locally," Otto says. She sees discussions developing with "the local president of the League of Women Voters, the president of the Rotary Club, the police chief, the newest recruit on the police force, the librarian, junior and senior high school teachers, journalism advisors to school newspapers, lawyers—just a good cross section."

If enough chapters get involved, "We could ultimately reach virtually everyone in the country," she says.

Her tenure will be a historic one; she is the first female president of SPJ,SDX. Having been admitted into the organization only since 1970, women today comprise 30 percent of the membership, Otto reports. Women are participating at every level of the society, she says, but there are "not enough" in higher-ranking positions. "I hope that it is a matter of our not being in it long enough," she says. "It does take time to work into an organizational structure, to show your interest and leadership potential."

Otto is married and has three children and four grandchildren. □



New brochure designed to encourage minorities to enter newspaper work

The Department of Journalism at Florida A&M University has published a 24-page brochure designed to encourage minorities to enter the newspaper business.

Ten Florida newspapers and a portion of a grant from the W. K. Kellogg Foundation underwrote an initial press run of 3,200 copies. Eleven newspaper men and women, all members of minority groups, contributed articles for the brochure.

Florida A&M is seeking additional funds to reprint and distribute the booklet, "Newspaper Journalism . . . for Minorities." For more information, contact Robert M. Ruggles, chairman, Department of Journalism, Florida A&M, Tallahassee, Fla. 32307. □

Rogers elected NNA president

William C. Rogers, editor and publisher of the Forest Blade in Swainsboro, Ga., was elected to a one-year term as president of the National Newspaper Association at the organization's recent annual convention in Orlando, Fla.

A past president of the Georgia Press Association, Rogers has held several official positions within NNA, serving as vice president last year and as a regional director from 1974 to 1978. He also is a past president of the American Newspaper Representatives, a wholly-owned marketing subsidiary of NNA.

During the 20 years Rogers has been publisher of the Forest Blade, the newspaper has received 124 state and national newspaper awards.

He graduated from Emory University in Atlanta with a bachelor's degree in psychology and received a master's degree in journalism from the University of Georgia's Henry W. Grady School of Journalism.

Elected to succeed Rogers as NNA vice president, also for a one-year term, was Robert E. Bailey, editor and publisher of the Buhl (Idaho) Herald. Newly elected treasurer is John F. McMaster, publisher of The Public Spirit of Ayer, Mass. □

William C. Rogers

Recent acquisitions

Boone Publications Inc., Tuscaloosa, Ala., acquired The Ironton (Ohio) Tribune, daily, circulation 9,668. □

API elects board member, names managing director

Michael G. Gartner, president and editor of the Des Moines (Iowa) Register and Tribune, was elected to the American Press Institute's Board of Directors in November.

David A. Roe, an associate director of API since 1976, is the newly appointed managing director.

Gartner joined the Register and Tribune in 1974 as executive editor after 14 years with The Wall Street Journal. He was named editor in 1976, executive vice president in 1977 and president in 1978.

Roe, who joined API after 17 years as a news and general management executive on daily and weekly newspapers, will have responsibility for seminar operations at the institute in Reston, Va. □

NNPA's Sherman Briscoe dies

Sherman Briscoe, executive director of the National Newspaper Publishers Association, died Oct. 27 in Washington at the age of 70.

Briscoe's long career in black press-affiliated endeavors began in 1932 when he founded the Monroe (La.) Broadcast, a weekly newspaper he published until 1938. In 1939, he joined the staff of the Chicago Defender as assistant city editor.

He entered government service in 1941 as an information specialist for the U.S. Department of Agriculture, handling news of and for black farmers. He retired from the Agriculture Department in 1968, having earned the department's second highest honor, the Superior Service Award.

He became executive director of NNPA in 1970 and worked closely with ANPA in that capacity.

Briscoe was also a cofounder of the Capital Press Club, believed to be the nation's oldest, predominantly black organization of journalists. □

Suggestion box

In Vancouver, Wash., The Columbian employs a closed-circuit TV camera mounted at the press console, which constantly scans the reel room in the basement. This gives the pressmen constant surveillance over that operation in the event of problems.

Government / legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments.)

Freedom of the press issues

Closed courtrooms: The number of attempted closures of criminal judicial proceedings continues to mount in the wake of *Gannett v. DePasquale*, which held that the Sixth Amendment gives the press and public no independent right to attend criminal hearings. Since that decision, there have been more than 81 attempted courtroom closures, according to figures compiled by the Reporters Committee for Freedom of the Press. Of these, 48 were initially enforced or upheld on appeal; 29 were refused or withdrawn. While most (like the *Gannett* case) involved pretrial proceedings, 20 were in connection with trial or post-trial proceedings. The closed trial case of *Richmond Newspapers, Inc. v. Virginia* tentatively has been set for argument before the U.S. Supreme Court in January. ANPA is preparing an *amicus curiae* brief.

Police searches of newsrooms: The House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice plans to schedule action soon on several bills which would establish a range of protection from search and seizure. The Carter administration's bill (HR 3486) would protect only the work products of persons involved in First Amendment activities. The subcommittee is expected to expand that bill to protect all innocent third parties. ANPA supports broad protection such as that provided in legislation introduced in the Senate Sept. 21 by Senate Constitution Subcommittee Chairman Bayh (Ind.). The Bayh bill (S 1790) is in three parts—offering protection for the press, for professionals such as doctors and lawyers, and for all innocent third parties. Senate hearings also are expected soon.

Criminal code: Congressional efforts to revise and recodify the federal criminal code are proceeding through both houses of Congress. (See story, page 19.)

FBI charter: Hearings in both the House and Senate will continue through next spring on bills (HR 5030 and S 1612) to establish the range of FBI authority. The proposed charter includes a section governing use of reporters as informants. It also would give the FBI power to issue "investigative demands" similar to administrative subpoenas and would require destruction of certain records.

Debate sponsorship: ANPA filed comments with the Federal Election Commission Nov. 9 opposing proposed regulations which could prohibit newspapers and other media groups from sponsoring political debates. The FEC is expected to issue final rules with express exemptions for newspapers, broadcast stations and other media groups as urged by ANPA. A separate effort by the Federal Communications Commission has been undertaken in Congress to provide additional statutory protection for media sponsorships of debates.

Energy issues

Rationing and conservation: President Carter signed S 1030 into law Nov. 5 (PL 96-102). (See story, page 19.)

Three Mile Island: Media coverage of the nuclear accident at Three Mile Island was a prominent part of the Kemeny commission report to the President. (See story, page 30.)

Business issues

Wage and price: The new 15-member Pay Advisory Committee, chaired by former Labor Secretary John Dunlop, has not yet adjusted the 7-percent wage standard for the second year of the voluntary wage/price guideline program. The 7-percent standard continues in effect, with one additional percent for employees without cost of living adjustments [**presstime,** November, page 26]. Meanwhile, an effort in the House Democratic Caucus to get a non-binding vote supporting mandatory wage and price controls has been stymied by the lack of a quorum. The President has not had that authority since 1974.

Media concentration: The House Small Business Subcommittee on General Oversight and Minority Enterprise is preparing for hearings on media concentration. These broad, overview hearings will be chaired by Rep. LaFalce (N.Y.). Some government witnesses may be called before the subcommittee in December, but most of the hearings will occur next year. The Senate Select Committee on Small Business held oversight hearings last May at which ANPA testified. (See story, page 22.)

Newspaper/broadcast cross-ownership: The FCC Oct. 25 rejected petitions by five small-market newspaper/broadcast combinations to avoid or postpone the deadline for mandatory

breakup. These five combinations were members of the "egregious list," originally a group of 16 combinations with common ownership of the only daily newspaper and only broadcast outlet in a community. Under the cross-ownership rules promulgated by the FCC in 1975, these combinations were ordered to divest by Jan. 1, 1980. But court appeals by ANPA and others left the validity of the rules in doubt until last year. Since 1975, sales and market changes have reduced the list to seven [**presstime,** October, page 15]. The recent FCC action left 60 days for these seven to sell their newspapers or stations or face loss of their broadcast licenses. It is expected that the commission's action will be appealed.

Line of business: The Federal Trade Commission proposed liberalizing its rules covering the confidentiality of industry information submitted in "line of business" and "quarterly financial reports," both of which provide data about business operations. Congress' failure to re-enact an express prohibition on the release of "line of business" data led to the FTC action. Under the proposed rules, confidential information could be released when requested by a court or by Congress. Also, after specified waiting periods ranging from three to seven years, information would be subject to Freedom of Information Act requests. The Southbridge (Mass.) Evening News has refused to file quarterly financial reports and has been sued in federal district court by the commission, which seeks a fine of $100 for each day of noncompliance.

National periodical center: The House Nov. 7 passed HR 5192, an educational amendments bill which includes a provision for establishing a new National Periodical Center which would preserve a comprehensive collection of periodical materials for reference of public and private libraries and others. It would also provide "reliable and timely document delivery" from its collection. The center would be run by a National Periodical Corp. directed by a 15-member board appointed by the President. The measure is now before the Senate.

Tax issues

Independent Local Newspaper Act: A Senate Finance subcommittee held a hearing Oct. 31 on S 555, the bill introduced by Sen. Morgan (N.C.) which would enable independent, locally owned newspapers to establish a special tax-exempt trust from which to pay estate taxes. ANPA and the National Newspaper Association submitted comments neither opposing nor endorsing the bill but recommending broad estate tax relief for all closely held businesses. This was consistent with the position expressed in July when a House Ways and Means subcommittee conducted hearings on an identical bill, HR 2770, introduced by Rep. Udall (Ariz.). Both bills are pending.

Carryover basis: The Senate Nov. 19 voted 81-4 in favor of attaching a rider to the windfall oil profits bill (HR 3919) which would repeal the carryover basis provisions of tax law scheduled to take effect Jan. 1. The new provision would significantly increase capital gains taxes paid on the sale of inherited property. Its repeal was recommended by the ANPA Tax Law Task Force. The House-passed bill does not address carryover basis, so the question will have to be settled in conference. (See story, page 19.)

Value added tax: The House Ways and Means Committee continued hearings through November on HR 5665, the value added tax bill introduced by Chairman Ullman (Ore.) Oct. 22. Senate Finance Committee Chairman Long (La.) supports the value added tax concept. Treasury Secretary Miller, who analyzed the bill in testimony Nov. 8, appeared to find little merit in the proposal. The bill contains no specific reference to newspapers; but in Europe, where VAT has been in use for some years, most nations provide newspapers with at least partial exemptions.

Foreign conventions tax deductions: Informal negotiations continue with the Canadian government on the border broadcasting issue which is tied to efforts to ease the current U.S. restrictions on claiming business tax deductions for attending meetings outside the United States. The border broadcast issue involves a Canadian law which denies tax deductions to Canadian companies that advertise on U.S. television. Some congressmen say they won't favor changing the U.S. tax restrictions until Canada changes its. U.S. broadcasters have suggested a compromise in which 20 percent of revenues from Canadian advertisers on U.S. stations would go into a fund for support of the Canadian broadcasting system, if Canada will exempt that advertising from its tax law. Canada has yet to comment on the suggestion. Meanwhile, bills to change the U.S. law remain pending in House and Senate committees.

Labor issues

Independent contractor definition: Congress may block for at least a year legislation dealing with the Internal Revenue Service's desire to reclassify many independent contractors as employees. (See story, page 33.)

35-hour work week: The House Labor Standards Subcommittee held hearings Oct. 23-25 on HR 1784, which would cut five hours from the standard 40-hour work week. Additional House action on the bill, introduced by Rep. Conyers (Mich.) last February, is not expected this session. Similar bills have been introduced in previous Congresses, but this is the first time since 1963 that hearings have been held on the issue.

Strike damage liability: The U.S. Supreme Court Nov. 5 heard arguments in *Carbon Fuel v. United Mine Workers* which presents the issue of when, if ever, an international union may be held liable for damages caused by illegal strikes of subordinate local unions in breach of a current collective bargaining agreement, when the international takes little or no action in preventing or halting the stoppages [**presstime,** November, page 29].

government/legal roundup

OSHA authority: The Supreme Court also has heard arguments in *Marshall v. American Petroleum Institute*, a challenge to the authority of the Occupational Safety and Health Administration to issue regulations on the use of workplace chemicals without first balancing the cost of those regulations to employers with the benefits to worker health the rules seek to achieve [**presstime,** November, page 29].

Postal issues

Legislation: The Senate Oct. 30 passed and sent to the House legislation offered by Sen. Randolph (W.Va.) which would result in presort discounts for newspapers. If enacted, it would allow newspapers and periodicals with circulations of less than 250,000 to take advantage of presort discounts—an allowance which would qualify them for the 5.4-cents-per-piece rate for presorted mail instead of the current, non-presorted 7-cents rate for those who mail more than 5,000 copies outside of the county, and 1.7 cents instead of 2.2 cents for those mailing less than 5,000 outside the county. The House is not expected to take immediate action on the bill.

Newspaper treatment case: ANPA and NNA testified before the Postal Rate Commission Nov. 6 in the newspaper treatment case and opposed any surcharge for expedited handling of newspapers. The proceedings could lead to as much as a 2-cent surcharge per newspaper copy for the service now received at no additional charge.

Rulemakings: The U.S. Postal Service issued three final rules in October. On Oct. 10, it decided to allow controlled circulation publications to enclose receipts and orders for subscriptions. On Oct. 22, it eliminated the current requirement that a bulk mailing must fill one-third of a mail sack or weigh 20 pounds to qualify for presort discounts. The new rules allow most pieces to be sacked and mailed in bundles of six. On Oct. 24, a new rule interpreting the Private Express Statutes was issued by USPS allowing private delivery of "extremely urgent" mail.

Advertising issues

Alcoholic beverages: Legislation to extend the life of the National Institute of Alcoholism and Alcohol Abuse (HR 3916) passed the House Oct. 17 without any health warning requirement either on labels or in advertising for alcoholic beverages. The bill goes to conference with its Senate-passed companion (S 440) which requires a label warning.

Physicians: The FTC ruled Oct. 24 that the American Medical Association and two local medical societies illegally restricted the advertising of medical fees. (See story, page 33.)

Corrective: The FTC has outlined the guidelines it will follow to determine if corrective advertising is needed on a case-by-case basis.

Liability: A New York state trial court has ruled that a telephone ad taker for The New York Times had the authority to bind contractually the newspaper to publish a classified advertisement and that the newspaper is liable for failure to insert the ad. The court held that the ad taker was "clothed with apparent (legal) authority" to obligate the newspaper to provide the classified ad service.

Children's: The Senate Commerce Committee Nov. 20 approved an FTC authorization bill (S 1991) which includes a provision that FTC drop it's children's advertising proceeding and several others. Meanwhile, the House was scheduled to complete consideration Nov. 27 on its version of the FTC authorization bill (HR 2313). That bill includes a provision which would allow Congress to veto FTC regulations. After action by both houses, the two bills will be taken up by House-Senate conferees.

International issues

UNESCO access: The State Department failed in its efforts to get UNESCO to open to the press its preparatory meeting on development of a coordinating program for bilateral and private assistance for Third World journalists. The meeting was conducted in Washington Nov. 6-9 in advance of a large conference in Paris next spring. ANPA Oct. 4 urged the State Department to try to open the meeting. The State Department invited a press representative to attend the meeting as an "advisor," but "observers" were barred. Philip H. Power, of Suburban Communications Corp., Livonia, Mich. (ANPA member), was the "advisor."

WARC: The World Administrative Radio Conference, which convened in Geneva in September, will continue at least until Dec. 7 [**presstime,** November, page 31].

MacBride commission: The 16 members of UNESCO's Commission for the Study of Communications Problems, chaired by Irishman Sean MacBride, scheduled its final meeting for Nov. 19-30 in Paris. Although determination of the shape of the commission's report was on the agenda, an English text may not be available until next year. The commission's final report promises to be the centerpiece of the 21st UNESCO General Conference in Belgrade, Yugoslavia, next fall. The U.S. member of the commission is Professor Elie Abel.

U.N. communications review: The United Nations began debate Nov. 8 on whether the mandate for its Committee to Review UN Public Information Policies and Activities should be broadened to include a review of worldwide communications issues. A group of Third World nations has proposed such an action. If the mandate is broadened, its work could overlap that of the MacBride commission. UNESCO and U.S. representatives have opposed the suggestion. □

House unit acts on code press-related sections

The House Judiciary Subcommittee on Criminal Justice has finished marking up most of the sections of its criminal code reform bill that are of particular interest to the press.

Meanwhile, the Senate Judiciary Committee began mark-up in late November on S 1722, a bill sponsored by Sen. Edward M. Kennedy (Mass.) that is virtually identical to the one passed by the Senate in January 1978.

In House action, the subcommittee adopted four ANPA-supported provisions in sections dealing with hindering law enforcement, retaliating against a witness or an informant, disobeying a judicial order and tampering with a government record [**presstime,** November, page 24].

In addition, the subcommittee:

- Redefined the word "fraud." The initial definition had included the intentional omission of information from a statement which caused it to be misleading. ANPA feared that, because of broad prosecutorial discretion, the press could be charged under several sections of the bill for publication of a "misleading" news article or editorial. These sections included *tampering with a witness, obstruction of a government proceeding by fraud* and *obstruction of a government function by fraud*. The subcommittee's new definition of "fraud" would require intent to deceive, which ANPA believes should provide the press with a measure of protection.
- Adopted a provision that would bar prosecution for *tampering with physical evidence* if documents destroyed were not material to a judicial proceeding. As originally drafted, this section could have reached a reporter's destruction of notes. ANPA had urged inclusion of a prohibition if the documents were not under subpoena or judicial order to produce.
- Adopted a provision, supported by ANPA, in contempt-of-court sections dealing with *refusing to produce information* and *refusing to testify*. It requires the refusals to be material to the court proceeding. □

Newspapers should seek priority status in state gasoline conservation programs

Newspapers concerned about gasoline supplies, and the possibility of rationing, should be alert to the development of state and national gasoline conservation programs which appear more imminent than rationing.

The Emergency Energy Conservation Act, signed by President Carter Nov. 5, not only gives the President power to develop a rationing plan but also the authority to set separate state conservation targets for fuels in short supply, and to develop a federal conservation program he could trigger for use in states which don't meet the targets through their own mechanisms [**presstime,** November, page 25].

"The new law encourages states to develop their own conservation plans as soon as possible—even in advance of the targets being set," says Martin Casey, ANPA's acting manager/government affairs.

While ANPA will continue its efforts to obtain priority status for newspapers under rationing or any other restrictions, Casey warns that the more immediate concern may prove to be conservation plans.

"Publishers and state press associations need to be sure that governors and state energy departments understand the needs of newspapers as these plans are developed by the states. We can expect these state conservation plans to be in effect well in advance of any federal rationing plan," he says. □

Carryover basis repeal backed by press group

Congressional repeal of carryover basis was affirmed as an early priority by the new Tax Law Action Group at its organizational meeting in Washington Nov. 15.

The group was formed to guide implementation of the recommendations of the former ANPA Tax Law Task Force which made an intensive, year-long study of the effects of federal estate tax laws upon newspapers [**presstime**, November, page 25].

TLAG expects that the White House Conference on Small Business, scheduled for Jan. 13-17, may direct some of its attention to the estate tax problems faced by nearly all small business owners.

The need for newspaper owners to educate themselves about current estate tax laws and to plan for the transfer of estates at death is also a major concern of the group.

The carryover basis repeal provision was attached to the windfall profits bill (HR 3919) in the Senate and passed overwhelmingly Nov. 19. It must now go to House-Senate conference. The bill is among "must" legislation set for action before Congress' targeted Dec. 14 adjournment.

If not repealed, the carryover basis provision of the Tax Reform Act of 1976 will take effect Jan. 1. It would change the taxes on capital gains involving the sale of inherited assets. Currently, the taxable gain is the difference in the value of the property between time of sale and time of inheritance. After Jan. 1, however, gain will be taxed on the difference between the value of the property at the time of sale and at the time of its original purchase by the deceased. Thus, the original basis value of the asset would be "carried over" to the heir.

TLAG is chaired by K. Prescott Low, publisher of The Patriot Ledger, Quincy, Mass., and an ANPA director. It is comprised of 11 other newspaper executives who, like Low, are active in many other national, regional and state press organizations. □

Press-law experts split in reaction to Brennan talk

When U.S. Supreme Court Associate Justice William J. Brennan Jr. delivered the principal address at the dedication of the Samuel I. Newhouse Law Center at Rutgers University Oct. 17, he took the press to task for "overreacting" to some recent court decisions.

Not surprisingly, a **presstime** survey of persons prominent in press-legal circles turned up a division of views on Brennan's position—from some wholehearted agreement with his overreaction charge to vigorous disagreement with his division of First Amendment press protection into two "models."

Here are some of their comments:

Richard M. Schmidt Jr., general counsel, American Society of Newspaper Editors:

"I wish to emphasize that I admire and respect Justice Brennan. He has been a true protector of the public and the press' First Amendment rights. . . . However, I for one find it a bit difficult to criticize the press for 'overreaction' when basic First Amendment rights are perceived to have been placed in jeopardy. . . . If the press feels abused by the Supreme Court's opinions cited in Justice Brennan's speech and by others that he left unmentioned, I submit that it is not an unreasonable reaction. With the fallout from the court's opinions thrusting the press into the litigation arena with increasing frequency, perhaps the press is entitled to a little 'paranoia.' "

Joe R. Seacrest, chairman, Journal-Star Printing Co., Lincoln, Neb.; chairman, ANPA Press/Bar Relations Committee; co-chairman, ANPA/ABA Task Force:

"I think Justice Brennan is trying to tell us that we should carefully pick and choose our fights; and that we can no more spread ourselves thin by tilting, like Don Quixote, against every decision that we perceive not going the way of an absolute First Amendment, than the United States can simultaneously fight its battles on all world fronts. . . . Justice Brennan is counseling that the press realize that the First Amendment is not absolute and must be balanced with other societal and constitutional values."

Floyd Abrams, New York, First Amendment lawyer:

"Justice Brennan is so proven a friend of the First Amendment, as well as the rest of the Bill of Rights, that when he is critical of the press, the press should indeed listen. And think. There is no doubt that some of the specific criticisms made by Justice Brennan are justified; some of the reporting about, say the *Herbert* case was sloppy; but so may it be said that some of the judicial writing in *Herbert*, itself, was less than precise—even though judges have a far less demanding deadline than do journalists. . . . The press should, of course, attempt to be more accurate; it should not be less intense in defense of its own ability to function."

J. Hart Clinton, publisher, Times and News Leader, San Mateo, Calif.; member, ANPA/ABA Task Force:

"Justice Brennan's advice to journalists not to get overly exercised about the decisions of the Supreme Court in the area of the First Amendment is good advice. I thought, myself, there had been too many bad cases brought up on appeal to the Supreme Court, and then, when we lost them, we criticized the Supreme Court."

Ashton Phelps, publisher, The Times-Picayune and The States-Item, New Orleans; ANPA director; member, ANPA/ABA Task Force, ANPA Press/Bar Relations Committee:

"I think that there is merit to what Justice Brennan said in some respects, but not basically. I think that the press is a little paranoid about the Supreme Court decisions, but I think they're right to be concerned about the degree to which the courts have eroded First Amendment protections. . . . It is the duty of the press to fight tooth and nail against leaks in the dikes of First Amendment protections, and there have been many."

P. Cameron DeVore, Seattle, First Amendment lawyer:

"I agree with Justice Brennan's advice that the press needs to do its homework before criticizing court decisions and to moderate its tone. . . . Of course, the press must be critical of unwise or badly reasoned decisions. . . . But if the press is overly shrill in its criticism of decisions which do not go to the heart of the First Amendment, we destroy our credibility on truly important matters. . . . I don't entirely agree with (his) 'models,' but the advice which he gives to us all is worth heeding."

Robert White II, publisher, Mexico (Mo.) Ledger; member, ANPA Press/Bar Relations Committee:

"The First Amendment says 'Congress shall make no law . . . abridging freedom of speech, or of the press.' It does not define the press, as Justice Brennan does, as having two models, one of which is pure, to be treated like the honor of a woman, and the other, impure, to be treated whatever way pleases elected or appointed government officials—specifically, judges. Justice Brennan is mistaken in the same way so many judges in this day . . . have mistreated the Sixth Amendment."

Anthony Lewis, columnist, The New York Times:

"In general, I thought it was an exceptionally thoughtful and useful speech. I think it may be the beginning of a new look at Supreme Court doctrine relating to the press. . . . I think that if you begin thinking about the cases as representing two different problems, you would be helping the freedom of the press. One problem is when the press has facts and desires to publish them. That's what Justice Brennan calls the free speech model. There, the Supreme Court has said, I think wisely, that it is virtually impossible, under our Constitution, to keep the press from publishing what it knows. The second category Brennan calls the structural model, but I would call the incidental rights of the press, since they are things incidental to and useful to the press' duty and right to publish. . . . Justice Brennan . . . urges the press to recognize that there are . . . other interests that have to be

raised. . . . He says that the right constitutional solution is to weigh those interests against the needs of the press in each case. I think that is a wise piece of advice because it would often give the press constitutional rights that have not so far been recognized."

Jack Landau, director, Reporters Committee for Freedom of the Press:

"Justice Brennan says we cannot be absolutists. I'm a little concerned about that statement. . . . In the *Zurcher* case, the press never said 'no raids, ever.' What the press said was if there is no evidence that the newspaper was itself involved in the crime or was going to destroy the evidence, that the police should give the newspaper notice and an opportunity to oppose the seizure in court ahead of time. In *Gannett,* the press never said 'no pretrial process may be sealed, ever.' What it said was 'Give us notice of the effort to seal, and only seal if it is a clear and present danger.' What the press said in *Herbert* was not that you could never, under any circumstances, find out what the reporter was thinking, but that the question should be very limited and very important and not just a general rummaging through the reporters' minds and the newsroom discussions. . . . In fact, I think it is the courts that are being absolutist, because any time a First Amendment interest comes into conflict with any other interest, they give the other interest a veto over the First Amendment interest."

W. Terry Maguire, associate general counsel, ANPA:

"We have long recognized the need for better understanding on both sides of the courts versus press controversies. Justice Brennan has shared with us his own thinking—and likely that of some of his brethren—and in so doing he has improved our knowledge of the Supreme Court. It is our responsibility to keep this dialogue with the court over free-press issues both well-informed and vigorous." □

Brennan says press 'confused' over role models

Following are excerpts from Justice Brennan's Oct. 17 speech on the press:

"The press, of course, has in the past disagreed with the rulings of the Court, but I detect in the present controversy a new and disturbing note of acrimony, almost bitterness. This is a serious and significant development, and worth a few moments reflection."

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"The source of the press' particular bitterness can, I believe, be identified. It stems from the confusion of two distinct models of the role of the press in our society that claim the protection of the First Amendment.

"Under one model—which I call the 'speech' model—the press requires and is accorded the absolute protection of the First Amendment. In the other model—I call it the 'structural' model—the press' interests may conflict with other societal interests and adjustment of the conflict on occasion favors the competing claim."

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"The decisions that have aroused the sharpest controversy between the Court and the press have been those decisions in which the Court has tried to wrestle with the constitutional implications of this structural model of the press."

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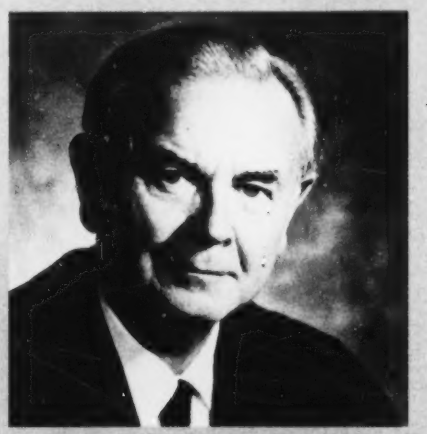
". . . it matters a great deal whether the press is abridged because restrictions are imposed on what it may say, or whether the press is abridged because its ability to gather the news or otherwise perform communicative functions necessary for a democracy is impaired. The two different situations stem from two distinct constitutional models of the press in our society, and require two distinct forms of analysis. The strong, absolutist rhetoric appropriate to the first model is only obfuscatory with respect to the second. The tendency of the press to confuse these two models has, in my opinion, been at the root of much of the recent acrimony in press-Court relations. The press has reacted as if its role as a public spokesman were being restricted, and, as a consequence, it has on occasion overreacted.



Justice William J. Brennan Jr.

"Perhaps the clearest example is the recent case of *Herbert v. Lando* (regarding the relevancy of questioning a reporter's state of mind in a libel case). . .

"I dissented in part in *Herbert,* but I can say with some degree of confidence that the decision deserved a more considered response on the part of the press than it received. The injury done the press was simply not of the magnitude to justify the resulting firestorm of acrimonious criticism. In its rush to cudgel the Court, the press acted as if the decision imposed restrictions on what the press could say, as though the actual malice standard of *Sullivan* were overruled."

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"Last Term there were decisions of the Supreme Court justifying far more concern than *Herbert v. Lando* and about which the press was uniquely qualified to speak. Yet the credibility of the press was impaired by the excesses of its reactions to *Lando.* An example is the case of *Gannett Co., Inc. v. DePasquale,* in which the Court, in a 5-4 vote, held that members of the public had no constitutional right under the Sixth and Fourteenth Amendments to attend pretrial hearings in a criminal case."

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". . . the impact of the press' quite correct reaction (to *Gannett)* was undercut by the unjustified violence of its previous responses to *Herbert v. Lando* and other such cases involving the structural model of the press." □

FTC staff report on 'media concentration' not expected to lead to any rulemaking

By Margaret Genovese
presstime staff writer

When the five members of the Federal Trade Commission meet Jan. 10—probably in closed session—for one of their regular, policy-review sessions, the topic under consideration will be "media concentration"; but the discussion is not expected to result in any rulemaking proceedings by the commission, according to its staff experts.

The vehicle for the discussion will be an economic analysis by the FTC staff of the country's newspaper, broadcasting and book-publishing businesses. The analysis has been more than a year in the making, and it may never be made public.

"There is not really anything very earthshattering in the report," says Heather Kirkwood, staff attorney in the FTC's Bureau of Competition and the person in charge of preparing the economic analysis.

She characterizes the staff effort as "summarizing some of what we have learned," and "suggesting, in very general areas, some policy alternatives."

Asked whether she thinks the staff report will be closely followed by a rulemaking proceeding, Kirkwood replied, "I doubt it. I think there would be much, much more work to be done. We would have to be certain that we understood all of the issues well enough to issue an action of that dimension."

Calling the report "more of a review than a recommendation," Kirkwood said it "will basically summarize how the media sectors look from the economic standpoint."

According to Kirkwood, the staff relied, in part, on papers presented at the FTC-sponsored symposium on media ownership held in December 1978, a meeting in which ANPA chose not to take an official part. However, she said the staff has not limited itself to that symposium for information.

"Basically, there is some body of knowledge which explains, for example, why there is an increase in one-newspaper towns," she said. "We will explain to them (the commissioners) what the body of knowledge is and what problems this might raise from a competition standpoint."

Enlarging upon that, she said that she has discovered that newspapers "tend to segment either by geography or audience."

"For example, there may not be two daily metropolitan newspapers, but the metropolitan newspaper may face competition from suburban newspapers," she said by way of explaining geographical segmentation and competition. She cited specialized newspapers—such as Rolling Stone—as providing competition in appealing to particular, segmented audiences. "Basically, we are describing what competition looks like, why it has occured and why it arises that way."

Kirkwood said the FTC staff did not begin drafting the economic analysis—which she estimates will be about 150 pages long—until well after Labor Day. (In late November, it was still in draft form.) The bulk of her time before that, she said, was spent analyzing media mergers and attempting to develop a merger policy which would be "sensitive to economic realities and First Amendment principles."

By law, prior notification of plans to merge must be given to the FTC and to the Antitrust Division of the Justice Department by companies of a specified (large) size. The staff of one agency or the other examines the reporting forms submitted. Because this is a process often done quickly, "We wanted to make sure we were analyzing them in a sensitive manner," Kirkwood said. The staff report to the commission will contain an explanation of "the manner in which we have been approaching these mergers," she said.

Although the commissioners probably will have been given copies of the staff's economic analysis prior to Jan. 10 in order for them to formulate questions for the staff, Kirkwood said she does not know whether the report will be released publicly. "I would hope that it would be," she said, noting that the difficulty with release of the report lies with its discussion of cases pending before the FTC.

"There is no reason why (the descriptive portions) should not be made public, but as far as it discusses particular cases, (release of the report) would not be fair either to staff efforts or to the respondents," she said.

She said the Commission's Jan. 10 session, itself, probably will be closed to the public.

On a personal note, Kirkwood said she finds the subject of media concentration "as fascinating today as I did when I walked in the door." She confessed that she "didn't really understand all of the issues which arise, or why people felt to so passionately in certain areas," when she began this project last year.

Now, however, she says "basically I understand why newspapers feel that government intervention, however limited, may be too intrusive. I believe that this does not mean that there should never be government involvement—clearly the antitrust laws apply, tax laws apply and a variety of other laws apply. The issue is how can we make these laws apply without infringing on press rights, on freedom of the press or speakers' rights. That's the issue. It's not an easy issue." □

ASNE surveying editors on ownership effects —See story, page 29

ANPA opposes HUD plan to revise housing ad rules

ANPA has filed comments with the U.S. Department of Housing and Urban Development in opposition to that agency's proposal to revise and reissue its guidelines for fair housing advertising as regulations.

In a statement sent to HUD by Jerry W. Friedheim, ANPA executive vice president and general manager, the Association said the proposal would intensify "First Amendment concerns" and is "an unnecessary expansion of regulatory activity."

The Association contended that "adoption of regulations takes the government a step closer to a position of dictating the advertising content of newspapers—a position which unavoidably raises critical constitutional questions."

Pointing out that the existing guidelines, issued in 1972, are "well known to publishers, their advertising departments and advertisers," ANPA noted, "at a time when there is a Presidential mandate to cut back on and to simplify regulations, it seems particularly unnecessary to issue more formal 'rules' where there has been no showing that existing guidelines are inadequate."

ANPA also took exception to specific portions of the proposed regulations, including a section that could prohibit placement of housing advertisements in zoned editions of newspapers; one that recommended against designating a residence as for males or females; and another that recommended against the use of maps or the mention of landmarks such as "synagogue" or "parish" in housing ads.

The 60-day comment period on the proposal expired Nov. 26. HUD's Office of Fair Housing and Equal Opportunity will review the comments before a decision is reached on the issuance of final rules [**presstime,** October, page 14]. □

ICC must act by end of year on feasibility of plan to restructure Milwaukee Road

The "Milwaukee Road Restructuring Act," signed by President Carter Nov. 4, ended the freight-service embargo imposed Nov. 1 on more than 4,800 miles of Milwaukee Railroad track west of Miles City, Mont. [**presstime**, November, page 58].

Under the plan—which provides funds for the railroad to continue present operations only until April 1—the Milwaukee must operate its full 9,500-mile railroad at the service level of Oct. 15, 1979, pending the outcome of an attempt by proponents to develop and qualify an employee or employee-shipper stock ownership plan.

The plan must be submitted to the Interstate Commerce Commission no later than Dec. 1 and must contain a comprehensive evaluation of the prospects for the financial sustainability of the bankrupt road. The ICC must act on the plan within 30 days.

If the ICC finds it feasible, the plan then will be submitted to the reorganization court, which will have 10 days to determine whether it is fair and equitable to the estate of the Milwaukee Road. If the court finds the plan workable, proponents have until April 1 to implement it.

The new act authorizes the Department of Transportation to increase from $125 million to $200 million the amount of available guaranteed loans to the railroad, provides $10 million in grants to restart full operations and authorizes DOT to guarantee up to $75 million in Milwaukee obligations for employee protection to those displaced in the operation.

The new law supersedes any directed service plans by the ICC. After April 1, the authority over abandonments and sales of the railroad's lines will be transferred from the ICC to the reorganization court. □

Environmental hotline

The Occupational Safety and Health Review Commission has approved a settlement agreement between the Philadelphia Evening and Sunday Bulletin and OSHA, which ended ongoing litigation over citations for allegedly excessive noise levels in the company's pressroom. An earlier decision by an administrative law judge held that proposed engineering noise controls were technologically and economically infeasible. That decision had been pending review by OSHRC. The newspaper agreed to convert from lead to plastic plate printing by April 1980 and to continue its present hearing conservation program. If the Occupational Safety and Health Act is changed or interpreted to permit hearing protectors as an acceptable control under some or all circumstances, the settlement agreement will be modified to reflect the change.

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Several limitations on OSHA's enforcement activities are contained in the fiscal 1980 appropriations bill for the departments of Labor and Health, Education and Welfare. The limitations have been in effect since October under a continuing House Joint Resolution which provides funding for the agencies pending final congressional approval of their appropriations. Companies with 10 or fewer employees in industries having an injury/illness rate of fewer than seven cases per 100 employees as determined by Bureau of Labor Statistics figures for 1977 are exempt from federal OSHA inspection. According to BLS statistics for that year, newspapers had a rate of 5.3 cases per 100 employees; however, commercial printing by letterpress and offset had injury/illness rates of 7.5 and 8.6 cases, respectively. The appropriations bill also prohibits OSHA from conducting workplace inspections in states with approved safety and health plans for a period of six months after a state inspection. Certain circumstances make both limitations inapplicable; these circumstances principally involve cases in which OSHA is conducting an investigation of an employee complaint. □

New mail rules offer savings to newspapers

Newspapers with copies in the mail can enjoy substantial savings by following new bulk-mail preparation rules adopted by the U.S. Postal Service.

The new rules, which resulted in part from ANPA efforts, will enable many more newspapers to take advantage of presort discounts. Previously, one-third of a mail sack had to be filled or 20 pounds of a publication presorted to certain levels before being eligible for a discount. Under new regulations issued Oct. 22, all a newspaper needs to qualify for the cheaper rate are six pieces bundled to the same multi-ZIP-coded city, five-digit ZIP, or, in some cases, to the carrier route.

This means, for example, that if a newspaper mails 1,000 copies outside the county six days a week, it will save more than $1,000 per year.

The present rate for non-presorted mail for those mailing less than 5,000 copies outside the county is 2.1 cents per piece. If the publisher presorts the publication to the multi-ZIP-coded city or five-digit ZIP, the rate drops to 1.7 cents per piece.

Publishers who mail more than 5,000 copies outside the county can take advantage of the 4.4 cents-per-piece rate for mail presorted to the carrier route, or the 5.4-cent rate if pieces are presorted to the multi-ZIP-coded city or five-digit ZIP. The rate for non-presorted mail in this category is 7.0 cents.

Some tips for mailing:

- If you have at least six copies going to the same carrier route, five-digit ZIP or multi-ZIP-coded city, they can be bundled into a single package and will be eligible for the presort discount.
- If you have at least four of these packages, all presorted to the same level, they must be placed in a mail sack before being mailed.
- If you have less than four packages, the mail sack is optional. However, bundles are then subject to the Postal Service's "bundles in lieu of sacks" regulations which require any bundles mailed outside of sacks to weigh at least 20 pounds. □

Iowa court rules for paper in sterilization story suit

The Iowa Supreme Court has affirmed a lower-court decision that The Des Moines (Iowa) Register and one of its reporters did not invade the privacy of a woman by publishing the fact that she was involuntarily sterilized while a resident in a county nursing home.

The case stems from an investigative story that appeared in the Register in 1976.

The Supreme Court said that the trial court was justified in granting a motion of summary judgment for the newspaper and its reporter because the material published was contained in public records and because it was newsworthy. Either ground, the court said, was sufficient to uphold the lower court's action.

Regarding the newsworthiness issue, the court said: "Assuming, as plaintiff agrees, the newspaper had a right to print an article which documented extrastatutory involuntary sterilizations at the Jasper County Home, the editors also had a right to buttress the force of their evidence by naming names. We do not say it was necessary for them to do so, but we are certain they had a right to treat the identity of victims of involuntary sterilizations as matters of legitimate public concern. The subject is one of grave public interest." □

News by appointment

For more than a year, reporters for the Amarillo (Texas) Daily News and Globe-Times have had to make appointments to speak with employees of the local district attorney's office. Now, because of a recently issued temporary injunction, representatives of all other news media also must do so.

The court order enjoined District Attorney Tom Curtis from requiring reporters from the two northern Texas dailies—but not other newspeople—from making appointments.

So Curtis, rather than drop his restrictions on the two newspapers' reporters, simply extended them to everybody else. □

Nebraska 'gag' case figure found innocent

Erwin Charles Simants, whose first trial on charges of murdering six members of a Nebraska family spawned a controversy over prior restraint that reached the U.S. Supreme Court, was recently retried and found innocent of the crimes by reason of insanity.

In 1976, the U.S. Supreme Court in *Nebraska Press Association v. Stuart*, reversed a Nebraska Supreme Court decision upholding, in part, a modified gag rule imposed in the case by Lincoln County, Neb., District Court Judge Hugh Stuart.

Stuart's action, which followed a broader restrictive order issued by a county court, put limitations on the press' coverage of an open preliminary hearing in Simants' case.

The U.S. Supreme Court said that the gag order violated "settled principles" that "there is nothing that proscribes the press from reporting events that transpire in the courtroom."

ANPA filed an *amicus curiae* brief with the high court on behalf of the press parties in the case.

Simants' original trial ended in his conviction and sentence to death. He had admitted the 1975 killings, but had entered a plea of innocent by reason of insanity. The conviction was overturned and a retrial ordered this year by the Nebraska Supreme Court on grounds that a Lincoln County sheriff improperly visited sequestered jurors. □

Nora Peacocke: Independent in an independent country

By Margaret Genovese
presstime staff writer

Name the world's newest nation.

It's not a $64,000 question, but it probably would stump all but the most dedicated students of current events.

The answer is St. Vincent, a tiny (150-square-mile) speck of land in the turquoise waters of the Caribbean—one of the Windward Islands 1,500 miles southeast of Miami. Along with a handful of even-smaller islands known as the Grenadines, it gained independence from Great Britain on Oct. 27.

While St. Vincent is new to political independence, it long has had a politically independent voice in The Vincentian, which is celebrating its 60th anniversary this year. The Vincentian is a weekly newspaper, circulation 3,500, under the editorial guidance of a woman whose youthful enthusiasm and outlook belie her age.

Sixty-seven-year-old Nora Peacocke puts out The Vincentian with the assistance of two reporters, a typist, an accountant-clerk, a proof reader, an advertising manager and an office attendant. As recited by Mrs. Peacocke, in a lilting voice with an intonation unique to the English-speaking islands in the West Indies, the list almost takes on a cadence of verse.

"We have a very limited staff, and our finances are also very limited," she says, but "within that context" the newspaper manages to cover "practically everything" that occurs on the island in its 12-20 pages every week—from the powerful eruption of its volcano, Mount Soufriere last April 13 to the hotly contested races now being conducted for seats in the St. Vincent parliament.

A native Vincentian, Peacocke and her personal heritage reflect many of the cultures that have influenced the island.

Nora Peacocke

Her ancestry, she says, includes "African slave, Scottish, probably some English and a little bit of Carib Indian."

After graduating from the local secondary school for girls, she worked with the St. Vincent Department of Agriculture for 18 years; later, she left the island—first writing reports for the Caribbean Commission in Venezuela and on Trinidad, and then for the Scientific Research Council in Jamaica. She "retired" in 1973.

At that point, when other persons might have sought out the perpetual warmth of St. Vincent's climate, she stopped by the editorial offices of The Vincentian in Kingstown, St. Vincent's capital city. By chance the editor's job was open, and she was hired despite her lack of a formal background in journalism.

But what Peacocke lacks in professional training she makes up for in editorial zeal. Her philosophy was summed up in an editorial published on the eve of St. Vincent's first Independence Day. She wrote: "The most important duty of a newspaper is to keep the people aware of the happenings within and without the country that affect or may affect their well-being. Another role is to speak out against attacks on the human rights of citizens. The Vincentian must continue to do this regardless of the consequences. To forego the duty to defend democracy is to betray the country. As Independence dawns, the responsibility of the citizens and the national paper will naturally increase. Individual commitment will be the deciding factor in the state of the nation."

Yet she finds that her exhortations fall on "largely" apathetic ears. Stirred occasionally by coverage of elections, sports and murders, the rest of the time her readers "do not worry as much as they should about matters of conscience."

If that is so, it may be because the demands of everyday life in St. Vincent weigh heavily. An article in September's National Geographic called the island of 112,000 "the Third World's third world" because of its extensive poverty; it has a per capita income of $300 a year, with an economy revolving primarily around agriculture—bananas, spices and copra, a coconut product—with a sprinkle of tourism.

Although Peacocke rues the general lack of reaction to her editorials, the government has reacted from time to time by refusing to place its official advertisements in The Vincentian.

Among her other favorite targets are "victimization—one set of people taking advantage of another—," and "discrimination, particularly against women. I say that women ought to demand equality," she says, but adds that she doesn't think that particular stand "adds to my popularity."

Until now, her newspaper has been printed by an outside firm. But that is about to change.

Thanks to the efforts of the World Press Freedom Committee, ANPA, the Devils Lake (N.D.) Journal and The Janesville (Wis.) Gazette, The Vincentian has secured used Compugraphic typesetters donated by the two U.S. dailies. The equipment is currently being converted to meet the island's electrical requirements. Now, if she can locate a sheet-fed press, Peacocke and her newspaper will be that much more independent. □

Is there a better way to report 'bad news'?

By Charles B. Seib

"Why don't you print more good news?"

Breathes there the newspaper man or woman lucky enough to have not heard that question, usually put with an accusing frown or a poke of the forefinger?

It is a cliche question, and many of us have a cliche answer: "We don't report on all the airplanes that land safely; we report on the one that doesn't," etc.

Superficial though they are, both question and answer imply deeper messages. What the questioner is really asking is: "Why do you give me such a grim picture of the world? Life is tough enough without your selective view of all the terrible things that are happening."

And the newsperson is really saying in response: "Look, it isn't our function to present a daily mirror of life, and we couldn't do it if we wanted to. We know that life is more placid and more rewarding and more pleasant than one would conclude on the basis of each day's news. But our function is, as Walter Lippmann said, to serve as society's searchlight, focusing our rays on areas and events that deserve your attention."

Charles B. Seib

Thus translated, the "good news" question is understandable, and the pat answer is a shorthand definition of our role in a democratic society as well as an acknowledgment of our limitations.

These not-so-original ruminations were prompted by some recent comments by Dr. Norman Vincent Peale, the divine who in simpler and happier times brought us Positive Thinking.

Dr. Peale was accepting a Boy Scout award for his radio series, "The American Character," and he took the occasion to suggest—yes, that the media deliver more "good news."

I doubt that he will make any conversions to this aspect of Positive Thinking, but Dr. Peale's words should give us pause. He is a thoughtful and persuasive man, and I think he speaks for many.

Dr. Peale started by acknowledging that the expression "no news is good news" has its applications. But, he said, he doesn't accept the reverse: "Good news is no news." He saw a need for what he called "good, positive material in America's portrayal of itself," explaining:

". . . If our self-perceptions are shaped by what others tell us about ourselves, it follows that many Americans are viewing themselves and their neighbors as violent, corrupt, greedy and uncaring—interpretations drawn from regular exposure to the ordinary run of news."

He conceded that the news media must deal with unpleasant matter because "as some news executives have explained, 'we accept the good as being the norm and we report what deviates from the norm.' "

"That sounds logical," he said. "But many of those exposed to the news may not fully grasp this rationale and consequently develop a negatively-skewed perception—or deviant view—of America."

Peale said that he was not implying that the media exclude positive material. Rather, he said, it is a matter of focus and degree.

"I'd like to see our news media initiate a conscious effort to search out and present news of a positive nature. I'm not talking about the 'mushy' story lacking in substance for the public at large, but rather about good, positive information reflecting Americans who haven't deviated far from the 'norm.' That is, those who are generous, hard-working and caring. . . . Also, those who show courage, compassion and involvement . . . stories some might characterize as 'corny.' "

Dr. Peale concluded with a suggestion that the media institute a new news beat—one that accentuates "positive news." He suggested a name for it—the "Upbeat."

If you can visualize any of your young reporters leaping for that assignment, your imagination is better than mine. Nevertheless, I don't see it as a betrayal of our best traditions or abdication of our role to ponder Dr. Peale's remarks, particularly his assertion that many Americans view themselves and their society as violent, corrupt, greedy and uncaring on the basis of the daily run of news.

As he said, it doesn't do much good to point out that we don't deal with the normal if our readers don't understand or can't accept that caveat.

Although Dr. Peale didn't touch on this, it seems to me that even though we must continue to serve up a lot of "bad news," we should give some thought to the way we serve it up. Might it be possible to try harder for a calmer tone and a greater effort to keep things in the perspective? Must we always set out to rattle the teacups?

I submit that those are particularly valid questions for newspapers as they search for their role in a society dominated by television, with all its strengths and weaknesses. □

Seib, recently retired as ombudsman for The Washington Post, is a regular contributor to ***presstime.***

Various tools available to build readership

The Newspaper Readership Council, governing body for the Newspaper Readership Project, has developed a wide variety of tools aimed at helping individual newspapers improve readership and circulation.

These programs and materials are available to all newspapers. They were financed by the $1.8 million more than 600 newspapers contributed to the first three-year term of the NRP which is now drawing to a close. The second three-year effort begins in mid-1980, and fund raising is underway [**presstime**, November, page 34].

These are some of the things that have contributed to the NRP's success:

- An expanded Newspaper in Education program through the ANPA Foundation, including on-site visits to newspapers wishing to start or improve an NIE program.
- Creation of more than 300 local readership committees on newspapers across the country.
- Publication of the Newspaper Readership Report, circulated to 9,500 newspaper executives.
- Publication of The Editors' Exchange, a monthly newsletter of ideas to improve the editorial product and to increase readership; it reaches more than 4,000 editors.
- Carrier recruitment programs, a workshop for circulation district managers and an International Circulation Managers Association audio-visual training presentation.
- Three 30-second TV spots and three in-paper ads featuring Ed Asner, star of the TV newspaper drama "Lou Grant." In all, six ad campaigns have been developed, and others are being prepared.
- Informational booklets on newspaper design, on starting a newspaper readership project, on setting up a circulation information system and on careers in newspaper circulation.
- A research study—"Children, Mothers and Newspapers"—which shows the development of media habits among a national cross-section of children and adolescents aged 6 to 17.
- About three dozen detailed research reports with application to many demographic and geographic divisions in the country, including discussions on how to reach those groups.

In all, more than 70 booklets, films, newsletters, promotional materials, research reports, training programs and field services have been developed through the NRP to help newspapers boost readership and circulation, according to ANPA Director/Readership and Training Robert L. Burke.

In a recent letter to publishers, NRC co-chairmen Otto A. Silha, representing the Newspaper Advertising Bureau, and Joe D. Smith Jr., representing ANPA, said the momentum of the first three years should be continued.

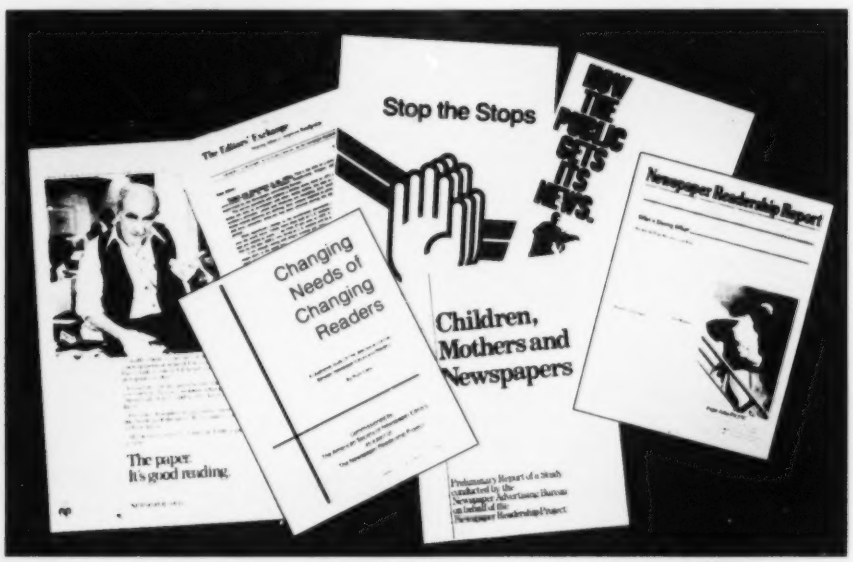
Silha, chairman of the Minneapolis Star and Tribune Co., and Smith, president and publisher of the Alexandria (La.) Daily Town Talk, said, "All of us know that our success will depend on what we do on our own individual newspapers to make them appealing to readers, to promote and sell them effectively, to distribute them efficiently. Yet these individual efforts can be enhanced through a common program."

A contribution to the NRP, they said, "represents an investment that is essential to maintain our industry's most valuable resource: its circulation and readership."

Smith and Silha noted that when the NRP began it had the following objectives:

1. To stop the decline in circulation and readership
2. To turn the trends around and keep them moving up
3. To break down the walls between newspaper departments
4. To create a permanent forum for cooperation and exchange of ideas among the newspaper organizations.

"We have accomplished the first and fourth of these tasks," they said. "We are making progress on the third. But it will take sustained and substantial effort to reverse readership trends that have been years in the making." □



Some of the many Newspaper Readership Project materials that are available

Computerized libraries aid newsrooms

By Kathleen Hunt Baird
presstime staff writer

Calls of "Copy!" are fading from the newsroom, along with the staccato clatter of typewriters and the din of sharpeners biting into ever-dull copy pencils.

So, too, might fade the sight of a reporter sifting through yellowed, dog-eared clippings from the morgue.

The era of computerized, newspaper libraries is at hand, offering reporters and editors quick, easy access to information. No more lost, misfiled or disintegrating clips.

"Reporters traditionally ran around with papers sticking out of their pockets and papers strewn around their desks. Now, they will learn that keeping track of all that information can be done efficiently," notes Edward Doherty, managing editor of The Boston Globe.

The Globe is one of a dozen newspapers that have converted, or are about to convert, their libraries to the computer age.

Newspapers have been "very Johnny-come-lately on the library scene," according to Julia Vance, director of library services at the Atlanta Journal and Constitution. Boston Globe Librarian George Collins attributes this to a "morgue mentality" in the newspaper industry.

The Globe and the Chicago Sun-Times are experimenting with a system developed by Infotex Associates of Dayton, Ohio, and marketed to newspapers by ATEX, New Bedford, Mass.

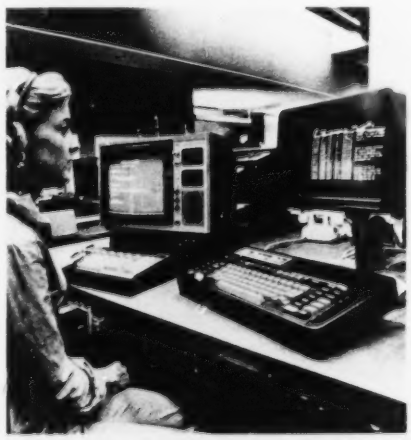
It is one of several so-called "free-text" systems available for newspaper libraries.

Free-text systems rely solely on computers to store and retrieve the complete text of newspaper articles. Information is fed into library computers from the news or composing room after certain materials not required by the library, such as stock tables and television listings, have been deleted. The library staff indexes the material, correcting any mistakes which might have shown up in print; then it stores the information in-house or on computers elsewhere for subsequent call-up on video display terminals in the library or, in some cases, in the newsroom itself.

Sun-Times Editor Ralph Otwell sees several advantages to computerization. "Microfilm has been cumbersome and awkward to cope with," he explains. "A reporter had to leave his desk, go to a machine and read the stuff. Eyestrain can be a problem."

Another free-text system, developed by QL Systems Ltd. of Kingston, Ontario, was installed four years ago at the Toronto Globe and Mail. The Philadelphia Inquirer and Daily News are the first U.S. newspapers to install the QL system, and the Los Angeles Times has begun experimenting with it.

Ted Weegar, assistant managing editor of the Times, comments, "We find that often when a reporter goes to the library and asks for clips on such-and-such a subject, he is likely to get five or six envelopes crammed full of stuff. There's no way he can read them all, unfolding every clipping and then having to scan them. The computer could help you get exactly what you're after."



Boston Globe stories are recalled instantly with help of computerized library system.

But access to the morgue does not have to be confined to reporters on the premises. Duncan McMonagle, assistant city editor of The Globe and Mail, says "it will be especially handy for people in the bureaus. Up at the legislature, at city hall, in the Ottawa bureau, all they have to do is have a terminal so they don't have to go to the library or call the library to pull the files. Eventually, reporters could even have a portable terminal at home."

Thomas Livingston, managing editor of the Philadelphia Daily News, says that the technology is such that he could program the computer to regurgitate "bad words, such as 'parenting,' to find out how often they are showing up in the newspaper."

Within the next two months, the St. Louis Post-Dispatch will install a Univac Document Access System produced by Sperry-Univac, and the Atlanta newspapers plan to install a Storage and Information Retrieval System manufactured by IBM. Both are free-text systems.

As an alternative to free-text systems, which can cost upwards of $200,000, other newspapers are using more modest library information retrieval methods carrying price tags of as little as $20,000. Info-Ky News Retrieval System—developed by Dissly Research Corp., a subsidiary of The Courier-Journal and Louisville (Ky.) Times Co.—uses minicomputers to retrieve material stored on microfiche. This system also is being used by the Allentown (Pa.) Call-Chronicle, the Owensboro (Ky.) Messenger-Inquirer and soon by the Edmonton (Alberta) Journal.

Both types of systems reduce library storage space and preserve news stories and editorials indefinitely. In addition, some newspapers are finding that their computerized libraries can be a source of revenue: the information stored there can be sold to law firms, researchers, businesses, libraries, universities and others. □

ASNE surveys editors on effect ownership has on editorial quality of newspapers

The American Society of Newspaper Editors is surveying editors throughout the country on the effect group ownership and independent ownership have on the editorial quality of newspapers.

"There's long been debate on group newspapers having some effect on news and editorial independence," says Robert Stiff, editor of the St. Petersburg (Fla.) Evening Independent and chairman of ASNE's Ethics Committee. "It's something the ASNE Board has talked about for some time. We decided to try to devise a questionnaire to answer some of these questions."

Stiff says the ASNE survey can replace "suppositions" with "something statistically accurate," but only if enough editors participate.

Four-page questionnaires are being mailed to the top editor of each of the approximately 1,760 U.S. daily newspapers. The form for editors of group-owned newspapers has 37 questions; the one for editors of independents, 30.

Among other things, both sets of editors are being asked:

- Whether they prefer to work for a group or independent newspaper
- How concerned they are, personally, about newspaper ownership concentration
- How they think the nation would be affected "if all newspapers in the country belonged to a few groups"
- How satisfied they are with the way their newspapers are operated and what would make them more satisfied
- Who determines editorial endorsements in national elections, or editorial position on a controversial issue
- How often their views are in conflict with those held at group headquarters—or by independent owners—and how these conflicts are resolved
- Whether they consult with group headquarters—or independent owners—before taking an editorial stand on a controversial issue.

The editor of each group-owned newspaper is being asked:

- To compare news coverage before and after his or her newspaper joined the group
- What effect group ownership has had on the percentage of the newspaper's budget alloted to news-editorial
- What effect group ownership has had on wages and salaries, size and morale of news and editorial staffs, availability of new equipment and ratio of news to advertising
- Whether he or she would feel free to run stories potentially damaging to the group.

For editors of independently owned newspapers, the questions include:

- How likely they think it is that their newspaper will be purchased by a group within the next five years
- How many newspapers have expressed an interest in buying their newspaper and what the outcome of the overtures was
- Whether they would feel free to run a story potentially damaging to a member of the owner's family.

Stiff emphasized that the survey is designed to be "completely anonymous." Questionnaires are to be returned directly to Suncoast Opinion Surveys which is handling the mechanics of the poll for ASNE. Stiff said he and the rest of the Ethics Committee will see the results only after they have been compiled by computer. Editors are being asked to complete and return the questionnaires by Dec. 15. Results are scheduled to be released at the ASNE Convention in April. □

"Shoe" **By Jeff MacNelly**

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Specialists in nuclear field urged for newspaper staffs

The 12-member presidential Commission on the Accident at Three Mile Island has recommended that metropolitan daily newspapers and other major media outlets "hire and train specialists who have more than a passing familiarity with reactors and the language of radiation."

This is one of three recommendations aimed specifically at the media contained in the commission's 180-page report released in late October.

In the course of its six-month investigation into last March's accident at the Pennsylvania nuclear power plant, the commission examined media coverage with an eye toward assessing responsibility for factual errors, how well the public was served by the coverage and whether it tended to exaggerate the seriousness of the accident.

The commission concluded that the public's right to information was "poorly served" during the emergency. It faulted official sources for lack of expertise; for reverting to technical "jargon" difficult for laymen to understand; and for limiting access to potential sources of information. And the group complained that "even personnel representing the major national news media often did not have sufficient scientific and engineering background to understand thoroughly what they heard," nor did they have available to them "people to explain the information," a situation the commission found especially serious in the reporting of releases of radiation.

The commission also urged that all news organizations—regardless of size—located near nuclear power plants make an effort to acquire knowledge of nuclear energy "or make plans to secure it during an emergency."

The commission did credit the media for having "generally attempted to give a balanced presentation which would not contribute to an escalation of panic." But it also noted that there were "a few notable examples of irresponsible reporting and some of the visual images used in the reporting tended to be sensational."

It recommended that reporters "discipline themselves" to put complex information into understandable form and "educate themselves" to understand the pitfalls in interpreting answers to "what if" questions.

One commissioner dissented from the general commission findings. Anne D. Trunk, a resident of Middletown, Pa., said that "too much emphasis was placed on the 'what if' rather than the 'what is.' As a result, the public was pulled into a state of terror, of psychological stress." She said national television news "proved to be the most depressing." □

Cutlines: Problem area for newspapers

A picture may be worth a thousand words, but when one appears in a newspaper, it should be accompanied by a well-written, accurate and informative cutline. Some ideas on how best to achieve this objective are compiled in a recent report by the Associated Press Managing Editors.

Starting from the premise that "cutlines are a problem in today's newspaper business," the report presents suggestions from 37 journalists and journalism educators on how to improve the quality of cutlines.

The tips range from the fairly obvious—"editors are to write captions looking only at cropped prints, never negatives or uncropped photos; otherwise, caption information may refer to persons or objects who have been cropped out"—to not-so-obvious cautions on avoiding editorializing and potentially libelous statements in cutlines.

The report, which includes an analysis of 196 AP cutlines, was prepared by Jenkin L. Jones Jr., executive editor of The Tulsa (Okla.) Tribune and chairman of APME's Photo and Graphics Committee. Further information may be obtained from Bruce Nathan, director of promotion, the Associated Press, 50 Rockefeller Plaza, New York, N.Y. 10020. □

How to drop

By John B. Mauro

Editors have very few problems adding comic strips; it's when it comes to dropping a comic strip that the problems arise. What editors need is some advance assurance that when they need to drop a comic strip, they will not drop readers as well.

The first part of ANPA News Research Report No. 24, entitled "The Comic Strip Problem," is a methodology report that suggests eight ways to drop comic strips while reducing the risk of losing readers. The author is Philip Meyer, director of news research for Knight-Ridder Newspapers.

The eight ways are predicated basically on one survey method—a survey of comic strip readership using an intensity scale. The author uses a scale of one to seven.

Simple readership scores, the author points out, do not gauge reader interest. Therefore, dropping a comic strip simply on the basis of readership scores alone does not give an editor any assurance that when he drops a low readership comic strip, he is not dropping a few highly loyal (and perhaps vocal) readers as well.

Combining readership scores with intensity scores helps to lessen this risk. The report suggests creation of an index that combines the two measures.

In addition, Meyer suggests that once a readership/intensity study is completed, this information leads to other methods and combinations of methods.

The data can be factor analyzed as a result of scaling. Simply stated, factor analysis consolidates a large number of categories (comics in this case) into fewer categories by combining those categories that closely correlate with each other. In this case, they are brought together by the correlation of readers' in-

Mauro, director of research for Media General Inc., Richmond, Va., is a member of the ANPA News Research Committee.

comics without dropping readers

tensity scores—readers who read the same comics with near equal interest or intensity.

If this isn't clear, look at it this way. Assume 100 children took three tests—science, mathematics and English. We have 100 children and, therefore, 100 categories. Grades are the scales. Factor analysis would likely group the 100 children by those who achieved high grades in all three tests, those who received low grades in all tests, those who received high grades in science and math, and so on. The 100 categories of children are reduced to just several categories of test achievements.

Therefore, many comic strips can be reduced to a few based on how readers rate them on a scale. Factor analysis of the comic strips in the report, which is based on a survey by The Philadelphia Inquirer, reduced 28 comic strips and panels to three categories.

Once factor analysis is completed, Meyer says, one method for determining which strip to drop is to look for the one with lowest readership in a category containing many other comics. A newspaper would be better off dropping that strip than one that is isolated or in a category with just a small number of other comics. Commitment to many other comics in the large category would tend to keep the reader with the newspaper; whereas, if the isolated strip were dropped, the reader committed only to that strip might also drop.

In this method and its variations, once the over-represented category is identified, the editor can use either simple readership scores or readership plus intensity as the criterion for deciding which comic strip to drop.

Another method—the Max 4 model—is a bit more complicated and is enhanced by access to an interactive computer. It is based on Meyer's hypothesis that it takes devotion to four comic strips to keep a reader with the newspaper (at least for those readers who would make such a decision solely on the basis of comics).

John B. Mauro

"The question then becomes which comic strip can be dropped with the least reduction in the number of readers who give four or more comic strips the maximum rating," Meyer says.

This is determined by counting the number of readers who give maximum ratings to four comic strips; then, for each strip in turn, discard its maximum ratings; next, count the number of top-rated strips remaining for each person. The strip to eliminate would be the one that reduces least the number of readers having loyal following to four comic strips.

These methods, and the others described in the report, provide editors with eight optional approaches for making sounder decisions on dropping or retaining comics. By factoring an intensity scale into the readership figures for each strip, some of the risk of throwing out the reader with the comic strip can be reduced.

Effects of yearlong series

The second part of News Research Report No. 24 measures the effects of a yearlong series of energy articles. The results are modest, to say the most.

The study was conducted and reported by Eric A. Abbot, associate professor, and Stacy L. Richardson, graduate research assistant, Department of Journalism and Mass Communication, Iowa State University. It was based on a study of newspaper readers in Dane County, Wis., which includes the city of Madison. Respondents were given questionnaires regarding attitudes toward energy and a knowledge test prior to the publication of the series "explaining city, state and national energy problems." There were 15 installments, each usually starting on the front page of the Sunday edition of the Wisconsin State Journal. The series ran from September 1976 to June 1977 and contained about 100,000 words.

After the series, the same sample of readers was given another knowledge test and attitude questionnaire.

Among the results:

- Newspaper readers who said they read the articles improved their knowledge of energy somewhat more than did newspaper readers who did not see the articles.
- Older readers (65 plus) scored lowest of all age groups before the articles appeared and improved their scores the least after the articles appeared. Perhaps it's true what they say about old dogs and new tricks.
- Readers of the energy articles were found to be more concerned about energy than non-readers of the articles.

One basic problem with a test of this kind is that over a period of nearly a year, there is no way to isolate the sample from other news influences on the subject. Therefore, it is possible that some of those who did not read the series in the test could have read more other articles on energy, thereby narrowing the differences between the two groups.

This study suggests that very likely, had the sample been magically isolated, the impact of the series might have been substantially greater. □

Copies of News Research Report No. 24 are available from the ANPA Public Affairs Department at The Newspaper Center.

New retail ad program offers smaller papers bigger results

By Jack Kauffman

Late last year three Minnesota dailies sought help from the Newspaper Advertising Bureau with a problem involving one of their largest retail accounts. The work undertaken in their behalf has now become the basis of a new program developed specifically by the bureau for newspapers in small and medium markets.

The three newspapers were the Mankato Free Press, the Rochester Post-Bulletin and the St. Cloud Times. Their problem: Sears, Roebuck and Co. was cutting back budgets and shifting advertising out of run-of-the-paper ads into preprinted inserts.

Jack Kauffman

Working together, the bureau and the three newspapers developed a 40-minute local sales presentation designed to get Sears to reinstate its linage levels and to run more ROP ads. We showed it to the advertising and promotion managers at Sears' Twin City zone headquarters in Minneapolis which is responsible for 53 stores in Minnesota, Iowa and the Dakotas.

This presentation established the desirability of the three markets. It documented their growth, their high level of discretionary spending, the rapid expansion in their retail sales and the aggressive newspaper advertising by other retailers who are competing with Sears.

It further pointed out how newspapers do an excellent job of reaching the adults in these markets, particularly those who are Sears' customers.

Special research, using a questionnaire developed by the bureau in interviews conducted by telephone sales personnel at each of the three papers, showed a close link between share of newspaper advertising and share of sales. Furthermore, it measured these shares by city, by merchandise category and overall.

The presentation also provided evidence of the need for more frequent advertising messages by pointing out how few prospects for widely sold items are actually in the market at any one time and how rapidly these prospects turn over. And it made a specific suggestion that local Sears stores convert two pages from their inserts to ROP ads and run them in mid-week.

The first presentation ended with a question: "In the light of the decline in Sears' share of newspaper advertising, is it possible that Sears' share of sales has also declined?"

A second survey determined that it had, and in the same proportion in each city by which Sears had decreased its share of advertising. This had occurred in each merchandise category.

This special effort paid off for the three newspapers in various ways:

- It created a better relationship with the account which appreciated the extra information and the work that went into getting it.
- It got the retailer's attention and will be a factor in the retailer's future decision making.
- It gave the participating newspapers valuable instruction on how to develop an effective presentation.
- It generated more business. (One of the newspapers reported a $44,000 increase in advertising from Sears for the fourth quarter alone.)

And the program made Sears happy, too. Executives responsible for all Sears' local advertising and for advertising in the 14-state Midwest territory saw the presentation and said there should be more like it.

Now the program is being made available to the bureau's members (individually or in groups) for out-of-pocket costs, plus a sliding-scale fee based on circulation size. Its objective is to help individual newspapers in small and medium markets solve problems they may have with their most important retail accounts. Its method is to combine the skills, experience and specialized knowledge of the newspaper and the bureau in a strong localized presentation which the bureau will develop, produce and show. And if the presentation is reusable, the bureau will also train sales personnel of the individual papers so they can show it too.

Following the first announcement, 160 newspapers said they want this program. We call it "CLASS" for Complete Localized Advertiser Selling Service. □

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to ***presstime.***

NAB compiles examples of energy-message ads

A new kit from the Newspaper Advertising Bureau features examples of how energy news has been translated into advertising messages.

NAB reports a good response to the initial distribution of approximately 1,300 of the kits, with newspapers using the examples to spark ideas for their local accounts.

It is available for $2 from the Retail Marketing Department, Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017.

A second kit is contemplated for further energy-related advertising developments. □

Court recommends that Justice Dept. investigate double billing schemes

In an unusually strong opinion, the District of Columbia Circuit Court of Appeals has recommended that the Department of Justice investigate double billing schemes as possible violations of federal mail fraud and conspiracy statutes.

The court's recommendation came in its Oct. 25 decision upholding an order of the Federal Communications Commission denying the renewal of a radio license held by Berlin Communications Inc. because of a violation of an FCC regulation that prohibits double billing.

The court's decision thoroughly rejected any notion that media competition for advertising dollars or the apathy of national advertisers can justify double billing for co-op ads.

Berlin Communications had appealed the FCC order contending that the commission acted contrary to precedent in refusing to renew its license to operate WBRL-AM in Berlin, N.H., and that "mitigating factors" in its case—including competitive pressures and the failure of national advertisers to request restitution of overpayments—had not been taken into account.

(Under a double billing scheme, a local retailer, in order to collect a higher rebate than he is entitled to from his co-op national advertiser, might entice a media outlet to issue two bills for the ads—one with the correct charge and another, inflated statement that the local advertiser could present to his national counterpart.) □

Revenue-hungry states eye advertising inserts circulated in newspapers as possible tax source

Ever on the lookout for untapped sources of revenue, state tax officials are increasingly zeroing in on advertising materials circulated with newspapers.

State departments of revenue and finance in Arkansas and Iowa reportedly are looking into the possibility of taxing advertising supplements, and several other states have related actions underway.

Meanwhile, in Pennsylvania and Wisconsin, the state legislatures are considering bills that would put advertising supplements out of the reach of the tax collectors.

In August 1978, ANPA filed an *amicus curiae* brief in the Superior Court of the District of Columbia in support of Sears, Roebuck and Co., which is seeking a refund of taxes levied for certain advertising supplements circulated with newspapers there.

A copy of that brief is available from the ANPA Legal Department. □

AMA to appeal ruling that it restrained ads

A Federal Trade Commission ruling that the American Medical Association has illegally restrained physicians from advertising may prompt some doctors to "try advertising," the assistant general counsel for the AMA believes. But B. J. Anderson added that "for the most part, physicians compete on the basis of reputation." Many will find "no need to advertise," and others "don't care for the idea of advertising," she said.

In any case, the AMA is preparing to appeal the FTC's ruling. The notice of appeal will be filed in a U.S. Circuit Court of Appeals "probably early in December," Anderson indicated. □

FTC to treat corrective ads issue on case-by-case basis

The Federal Trade Commission has declined to issue a ruling on the circumstances under which it will seek corrective advertising when unfair or deceptive advertising is found.

In a letter to the Institute for Public Representation in Washington, the FTC said it will deal with corrective advertising on a case-by-case basis. □

Out-of-court settlement reached in assault case involving carrier girl

An out-of-court settlement has been reached in a damage suit brought against the Des Moines (Iowa) Register and Tribune by a 13-year-old carrier girl and her mother who were sexually assaulted by an armed man in 1976 while delivering the Sunday Register.

Attorneys for Employers Mutual Companies, liability insurance carrier for the newspapers, agreed to pay $175,000 to the girl and her mother. Lawyers for the family will receive approximately a third of that total.

The suit originally asked $4.5 million and charged the newspapers with negligence and failure to warn the girl and her family of the dangers young female carries might face while delivering newspapers that Sunday. That was the third consecutive Sunday that Register carrier girls had been sexually attacked.

The man convicted in the attack on the girl and her mother also was arrested in the two other carrier-girl assaults. He pleaded guilty to two counts of statutory rape and now is serving two 40-year prison sentences. □

Bill would extend treatment of independent contractors

Several bills in Congress centering on the desire of the Internal Revenue Service to classify many traditional independent contractors as "employees" for tax purposes have been stalled by House passage of a bill, HR 5505, that would extend the current treatment of independent contractors through 1980.

Approval of such legislation in the Senate would relieve pressure to act this year on bills to redefine independent contractors.

HR 5460, a bill which would include the Treasury Department's proposal for a flat 10-percent withholding tax on independent contractors but provide certain exceptions, is still in the markup stage at the subcommittee level [**presstime,** November, page 39]. □

How the Mycro-Tek system works for three small dailies

By Sandra L. Puncekar
presstime technical writer

In early 1976, when Mickelson Media Inc. began searching for a front-end system for its three small Minnesota dailies—the Fairmont Sentinel, the New Ulm Journal and the Marshall Independent—management wanted a low-cost system which could be easily updated and maintained.

After extensive studies of other manufacturers' front-end systems, MMI decided to take a chance on a young but innovative new company: Mycro-Tek Inc.

The result is a classic success story. The MMI group has realized substantial savings—approximately a 43-percent overall reduction in page costs—from the Mycro-Comp 1000 system. And Mycro-Tek has grown to a $3.9 million-a-year, 87-employee company that has now installed systems in 100 newspapers.

The three MMI newspapers are located in southern Minnesota farm communities less than 100 miles from one another. All now are a.m. publications—Fairmont with a circulation of nearly 13,000; New Ulm, almost 12,000; and Marshall, about 8,000. Together, they share local news stories and some advertising for tabloid sections.

The Fairmont and New Ulm newspapers transport page negatives to MMI's printing facility in nearby Madelia, which prints and distributes the papers; the Marshall newspaper has its own printing facility.

To create back-up in case of equipment failure, each newspaper's equipment is practically a duplicate of the others. For example, only one Dymo Mark 5 photocomposition machine is installed at each daily. If an equipment breakdown should occur at one paper, the typesetter at the sister facility would be used to set copy.

It was natural, then, for the management of MMI to consider the needs of all three dailies and their unique set-up when choosing a front-end system.

MMI established a committee of the publishers and editors from all three newspapers to determine the needed system's requirements and to evaluate vendors.

After nine months of study, the committee agreed that the front-end system to be purchased should have large storage capacity, intelligent terminals, copyfit and headfit programs, and classified advertising and circulation programs. Most important, it should make it easier for the three dailies to share local copy and it should provide backup capability for each.

The committee looked at five different manufacturers' systems, but none met the requirements. Even some of the larger newspaper systems couldn't fulfill all of MMI's needs, and certainly not at a cost the group could justify. Rather than compromising their goals for a system, MMI decided to play the waiting game.

Enter Mycro-Tek

In late 1976, MMI Vice President Raymond Stougaard, a member of the company's system committee, came across a Mycro-Tek pamphlet that described a front-end system that seemed to contain all of the elements the committee had been seeking.

At the time, Mycro-Tek was a two-year-old company established in Wichita, Kan., by Stanley Brannan and Larry Runyan, now president and vice president, respectively. In 1976, Kreonite Inc.—a $15-million-a-year distributor of photographic products—became interested in Mycro-Tek and bought major portions of its stock. This gave the fledgling company the financial backing it needed to develop and market its product.

The MMI committee agreed with Stougaard to investigate Mycro-Tek's system. Soon Brannan was on his way to New Ulm to demonstrate the system.

At the demonstration, the committee realized that Mycro-Tek's founders had incorporated some unique design features into the system. For example, no central data base (such as a computer) is needed. Instead, each terminal, each controller, each disk drive has its *own* computer—circuit boards containing micro-computer chips. This modular design allows software programs to be easily updated, and it permits interchangeability of the components from one unit to another, thus reducing costly backup. No delicate, dust-free, air-conditioned environment is required for this system; it can be plugged in and used almost anywhere.

A dual disk drive permits storage of up to 270,000 characters for each floppy disk, for a total of 540,000 characters.

The controller can be expanded to hold up to 16 devices; and by linking the controllers together, 30 devices can be provided in a totally integrated package.

On-line interfaces are available for phototypesetters, OCR devices, line printers, paper-tape punch units and the wire services.

The video display terminal features a tiltable, non-glare, 15-inch screen with 24-point display. Six thousand characters of storage are available for copy; 2,000 for formattable characters. The removable keyboard is designed to use a minimum amount of keystrokes for insert, delete, scroll, kill, clear, wire strip, move copy, search and replace, copyfit and headfit.

According to MMI, it was impressed by the system but slightly skeptical about a company so new.

Several months later, Brannan returned to New Ulm for another demonstration, this time leaving some equipment for the reporters to "play" with. Some MMI committee members then flew to Wichita to examine the Mycro-Tek facility.

"We took a long, long look at the system," said Stougaard. "We were impressed by it. We liked the idea of being able to update the programs, and the interchangeability of the components. The fact that no special environment was needed was another plus. Our reporters trying out the system were very enthusiastic. The system had almost all the features we wanted except for a circulation program, and Myrco-Tek was willing to develop one. The price was especially attractive—under $80,000.

"Naturally, we were concerned about Mycro-Tek being a young company, and we wondered how long they might stay in business. We were also hesitant about being pioneers. But Kreonite did offer substantial financial backing, and we were impressed by Brannan and Runyan. Finally, we decided the pluses far outweighed the risks. Mycro-Tek was for us."

Installation

The Fairmont Sentinel was chosen to be the testing ground for Mycro-Tek. If the system proved successful, then New Ulm and Marshall would also order systems. If not, then Mycro-Tek would be out of MMI.

By June 1977, Fairmont received a Mycro-Comp 1000 system: eight MC 4001 video display terminals; one MC 80C controller; two MC 400 dual disk drives; and on-line interfaces for a Dymo Mark 5, a Centronics printer, and two slow-speed wires.

Five of the VDTs were installed in the newsroom (two more were ordered at a later date), one in the classified advertising department (to be shared with circulation once that program was written), and two in the composing room (for setting ads and corrections).

Basic software programs for editorial and classified ads already had been written, and after a two-week training period, the staff was using the system to put out the paper.

Although the initial training period was not as smooth as it could have been—

Mycro-Comp VDTs are prominent in the newsroom of the Fairmont Sentinel, first of the three MMI dailies to install the Mycro-Tek system.

some staff members complained they had trouble adjusting to the system—Mycro-Tek has since improved its training techniques to include overhead projectors and individualized attention.

Software

Mycro-Tek's editorial program includes not only copy manipulation, but local and wire copy directories, or menus, of stories filed on the disks.

Through the VDT keyboard, the editor or reporter can call the menu to the screen, examine what stories are on file and then ask the disk to display a particular story on the VDT screen. The story then can be changed in any way, given a new name, and rewritten to the disk. The menu can be updated automatically to include the rewritten story.

Headlines and copy can be counted to determine length, and set on the terminals in any point size or width.

From the VDT, stories can be killed and later wiped from the disk completely, or queued to the typesetter or line printer. Material from one disk can also be duplicated to another.

Should a power failure occur, only the stories on the screen would be lost, and the information on the disk would be maintained.

Today, to avoid confusion, Fairmont assigns certain disks to specific tasks. For example, disk 1 is reserved for the wire services; disk 2 for typesetting copy; disk 3 for raw copy; disk 4 for sports, etc.

The classified ad program features a protected "mask" or default form which permits entry of the customer's name, address, phone number, ad copy, start and stop date, etc. The program permits ads to be entered under as many as 253 different classifications on the same floppy disk. The system then organizes the ads alphabetically under each classification.

An operator can access the ad on the VDT by the customer's name or telephone number, change the ad in any way and rewrite it to the disk. From the terminal, the ads can be typeset, killed or counted according to classification, and billed according to start or stop date.

Management at Fairmont agreed that both the editorial and classified packages were *almost* ideal for their purposes. Problems developed, however, over the headfit program, which wasn't as accurate as they would have liked. Also, many staff members felt it took too many keystrokes to access stories or to send copy to the typesetter.

Fairmont Sentinel reporter examines Mycro-Comp 1000 floppy disk in front of system's controllers and dual disk drives.

The solution to these and other problems was a software update released in early 1979. This update capability, described later, is one of the attributes of Mycro-Tek most regularly cited by MMI.

Circulation program

Because Mycro-Tek had not yet developed a circulation package, MMI in general and Fairmont in particular were directly involved in writing the program.

"By attending various meetings with MMI's circulation directors and managing editors," said Steven Markel, Mycro-Tek's software department manager, "we slowly drew up the circulation requirements and how we could implement them.

"Twenty-two pieces of information were needed for each of the 15,000 households on the circulation list. Fairmont had to somehow transfer all of the information accumulated in several cabinets filled with 3-inch by 5-inch cards and metal press plates to floppy disks. Once on the disk, the data could be massaged in such a way as to produce renewal notices, mailing labels, etc."

The final result was a program somewhat similar to the classified ad package. A protected mask or default form was again used for the entry of information. Because some of the data collected for each of the households is identical—route number, state, ZIP-Code, area code, county, market zone, postal zone, delivery method—linked files were developed to minimize keystrokes.

Each area-route link file, for example, contains all of the similar information for 50 to 70 households. The circulation clerk then enters only the information that varies from one household to another (name, address, etc.).

Subscribers' identities can be searched and retrieved from the disk by their last name or telephone number. Once the household information is displayed, it can be modified in any way and rewritten to the disk. To activate a printout for mailing labels or renewal notices, the user enters two or three commands on the terminal.

According to Martin Krause, Fair-

mont's circulation manager, "We had many, many changes in the program, because we were the first. It was a difficult period, but the result is a program that we are very pleased with, and works well."

Encouraged by success at Fairmont, MMI purchased systems for its two other dailies.

By fall of 1977, New Ulm had received its Mycro-Comp 1000 system. The components were almost exactly the same as those installed in Fairmont, except for one more line printer and one less slow-speed wire interface.

Marshall went on-line in May 1978 with nine editing terminals, one controller, two dual disk drives and interfaces for one slow-speed wire, one line printer, and one Dymo Mark 5.

As Mycro-Tek and Fairmont had already worked out most of the bugs of the system, implementation of Mycro-Comp at Marshall and New Ulm was practically trouble-free.

The next step was to link the three newspapers electronically. They had always shared local copy through the mail or by personal delivery. Now they could do it by a telephone link.

Mycro-Tek installed acoustic couplers at each newspaper. The couplers, with the Mycro-Comp 1000 system, formed a link whereby information from the floppy disk at one newspaper could be transferred to the floppy disk at another merely by a telephone call, the correct commands on the VDT and placement of both telephone receivers into the couplers.

Early in 1979, however, serious problems began to develop with the phone links. "We began getting all kinds of funny disturbances over the phone lines which interferred with transmission," said Stephen Russell, Fairmont Sentinel editor.

"The problem, I believe, was not the sensitivity of the acoustic couplers, but the three telephone companies that were involved," Russell said. "We were using a non-dedicated line, and they just wouldn't accept responsibility for the disturbances."

MMI, at Mycro-Tek's suggestion, removed the acoustic couplers, installed data sets from the telephone companies and used a dedicated WATTS line, providing a direct, undisturbed line between the three dailies.

"It cost us about $1,500 to make that move, but we solved our problems," Russell stated. "In addition, we found that an important advantage to the data set is that we can send information to the floppy disk without anyone having to be there to answer the phone. The systems talk directly to one another."

Savings

Heading any list of benefits from use of the Mycro-Tek system is the large amount of money it has saved MMI newspapers —MMI estimates it will total $100,000 in the first three years. In addition, the editorial operations have only been increased by an average of 20 hours a week.

According to an MMI study comparing production costs from April 1977 (before Mycro-Tek) through October 1978 (after Mycro-Tek), the Fairmont Sentinel reduced per page composition costs by 48 percent ($5.92 per page); the New Ulm Journal, 45 percent ($8.02 per page); and the Marshall Independent, 34 percent ($10.70 per page).

MMI management says that total payback for the three systems will be about five years.

One of the major reasons MMI management chose Mycro-Tek was the company's ability to update continually the Mycro-Comp software for both new and existing customers.

According to Brannan, the update commonly consists of "an entirely new set of software programs for the VDTs, controllers, disk drives, on-line interfaces and line printers."

It serves two purposes—to correct minor problems or deficiencies in the current software, and to add new features to the system. The bulk of the ideas for the updates come directly from the customers, Brennan says. Mycro-Tek's Update 12 was available in the spring of '79, and Update 13 currently is under development.

For MMI and other customers that subscribe to a full-service contract, the updates are installed at no charge. Otherwise, they can be obtained for $2,500 to $4,500, depending upon the complexity of the software. (New systems automatically contain the latest update.)

Some of the features of Update 12 include:

- More accurate headfit program.
- Built-in diagnostics for the detection of loose cards.
- Special commands for direct menu read, write, kill, typeset and printout.
- Larger capacity for class-ad sorting.
- Improved disk format for longer life and better interchangeability between drives.

Another of Mycro-Tek's "human-engineering" features includes a terminal that "talks" to the user. For example, if an editor wants to update the disk by removing certain stories from it, he or she would type certain command codes into the VDT. The terminal would respond with an "Are you sure?" on the screen. By pushing the "return" button on the keyboard, the editor replies "yes" to the question and the material would be wiped from the disk. By pressing any other key, the editor would negate the command.

The terminal also will display error messages on screen if the user has made a mistake with the command codes.

For typesetting or hard-copy print-outs, 40 stories can be queued at one time.

Maintenance

Mycro-Tek equipment is covered by a 90-day warranty. A full-service contract also can be purchased on a yearly basis for 5 percent of the total purchase price of the system. The full-service agreement includes:

- Software updates.
- Training classes on how to maintain and repair the equipment—conducted at a factory training school in Wichita.
- Over-the-phone service, which can usually resolve most customer-service problems.
- On-site service, with Mycro-Tek using one of its four Piper airplanes to fly a service representative to any part of the country.

A spare parts kit which features all the devices necessary for servicing the equipment is available at extra cost. □

Two phototypesetting papers: Which kind is right for you?

By Joe Golant

The kind of phototypesetting paper a newspaper uses can affect both its appearance and its production budget. So the decision between the two different papers available—stabilization and resin-coated—is doubly important.

While these papers differ in their physical properties, processing procedures and costs, it cannot be said that one is clearly better than the other for all applications.

Today, more newspapers seem to be moving toward resin-coated paper. The added permanence, quality and consistency of the image, and the long-term economic benefits of lower chemical costs and silver recovery, are very appealing.

But perhaps not for everyone.

Although chemicals for processing resin-coated paper often are less expensive than stabilization chemicals, smaller newspapers with limited phototypesetting output may not be able to justify the higher cost of an automatic processor for RC paper. Newspapers that owned stabilization processors before converting entirely to cold type are in a similar situation.

Those newspapers do have an option because, with certain quality controls, stabilization paper can satisfy all the needs of a newspaper.

Stabilization paper

Before stabilization paper came onto the market in 1966, conventional phototypesetting paper was processed by going through three steps:

- **Developing.** The emulsion on the paper contained light-sensitive silver salts. Those that were exposed to light in the phototypesetter were transformed in a developer solution to black images.
- **Fixing.** The developed paper entered a fixer or hypo solution which removed the unexposed silver from the emulsion.
- **Washing.** The paper was rinsed in a water bath to remove chemical residue which would cause it to yellow.

Unfortunately, the process caused the paper to absorb a lot of liquids, leaving it limp, difficult to handle, very susceptible to stretching, and time-consuming to dry.

Stabilization paper, however, comes out of the processor semidry and quicker. Rather than applying the developer to the paper after it is exposed, the developer is manufactured *into* the paper. Processing requires only an activator, which is a catalyst for the developer, and a stabilizer to neutralize the activator.

A stabilization processor occupies very little space, requires no plumbing and is relatively inexpensive (usually less than $1,000). Draining and cleaning the processor can be done in less than 30 minutes.

The activator and stabilizer solutions are purchased premixed, needing only to be added to the processor. Solution-level valves automatically replenish the chemicals in the processor from the original containers. The temperatures of the solutions are not very critical; the useful range is 65 degrees to 85 degrees F (18 degrees to 29 degrees C). And because the developer is in the paper, the stabilization solutions are less susceptible to deterioration from aerial oxidation.

The biggest disadvantage of stabilization paper is its impermanence. Since the unexposed silver is not removed by a fixer, the paper will turn brown from exposure to light. How long the image remains clear varies, but it usually will discolor within a month or two.

Stabilization paper can be fixed; but this is a time-consuming process, and the paper can get very wet. This may make it difficult to handle and cause it to stretch easily and shrink as it dries. Using a print dryer may leave the paper ruffled and hard to wax.

Ads and other copy can, however, be kept for longer periods of time with a little extra care. According to Production Director Glenn Shank of the Allentown (Pa.) Call-Chronicle, his newspapers successfully hold certain classified and display ads on stabilization paper for as long as two years by carefully storing them in manila envelopes.

Stabilization paper is also more variable in its sensitivity to exposure in the phototypesetter. To maintain quality, the Allentown newspapers every day run exposure tests on their phototypesetters to match up densities.

Although stabilization processors are fast (processed paper starts coming out in about 14 seconds), the wait to dry the paper can cancel out any time savings. The paper will dry at normal room atmosphere in a few minutes, and an electrically heated drying board will speed up drying.

But the fastest and most efficient method is a specially coated drum dryer (approximately $800) attached on-line to the processor. For example, the Call-Chronicle newspapers have Mohrdry dryers attached to both of their stabilization processors, giving them a dry-to-dry time of one minute.

Resin-coated paper

Resin-coated paper, first marketed in 1970 by Eastman Kodak, has superseded the older, conventional typesetting paper. It is processed the same way, but because the emulsion is placed over polyethylene layers surrounding the paper base, the paper does not get wet. Both processing and drying times are greatly reduced, and the paper will not stretch or shrink as easily as stabilization paper.

Dry-to-dry times for resin-coated paper processors range from 80 seconds to three minutes or more, depending on the

Golant is publications specialist at the ANPA Research Institute. Sources for this article were Chemco PhotoProducts Co., Glen Cove, N.Y.; Eastman Kodak Co., Rochester, N.Y.; GAF Corp., New York City; General Photo Products Co., Convent Station, N.J.; Kreonite Inc., Wichita, Kan.; and LogEtronics Inc., Springfield, Va.

manufacturer and the size of the processor.

Because RC paper is fixed and washed, the background remains white and the image stays sharp for years. Image densities are more consistent, and the exposure within the phototypesetter is less critical. RC paper also lies flatter than stabilization paper, so the waxed copy is less likely to peel or pop up.

Many newspapers have switched from stabilization paper to RC paper primarily for the added quality and permanence. The New York Journal of Commerce made the change about two and a half years ago because it wanted to be able to reuse its ads longer. It also was experiencing occasional premature chemical fogging of its stabilization paper, possibly due to the activator and stabilizer solutions contaminating each other inside the processor. (This may happen if the processor is bumped.)

The Journal now processes longer individual takes of copy with the RC paper, but it is limited by its loading and feeding cassettes to paper no longer than 15 feet. Depending on the cassettes used, however, RC processors can accommodate paper up to 50 feet in length.

The Record in Hackensack, N.J., also was having problems holding ads on stabilization paper, and its paper frequently curled. Two years ago it switched to RC paper, eliminating these problems.

The initial cost for using RC paper is substantially more than for using stabilization paper due to the price of the processor. Smaller newspapers can purchase tabletop RC processors for $4,000 or $5,000. Processors for medium- and large-sized newspapers cost from $7,000 to $25,000 or more, depending on the speed, capacity and features.

Processors for RC paper also occupy more space than stabilization processors, and most models require plumbing for a water supply and drain. A few of the table-top models, such as the LogEline 17, can operate with or without plumbing. To operate without plumbing, the processor can be filled with fresh water from a five-gallon jug at the start of a shift and drained when the shift is over. But these are limited to smaller operations or as backup processors.

RC paper processors typically use 1 to 2-1/2 gallons of water per minute of operation, but water-saving accessories are available that could reduce that to about one quart per minute of operation. The processors also may need additional wiring for the drying units.

For a newspaper to determine which of the two processes is cheaper to use, the amount of paper and chemicals needed must be considered. For example, RC paper is usually priced at about 8 or 9 percent more than stabilization paper, but the chemical costs for the resin-coated process are generally less expensive (as much as 30 percent less) than those for the stabilization process when purchasing smaller quantities.

However, if large quantities of stabilization chemicals are purchased—such as 50- or 55-gallon drums—then overall this process may be cheaper to use than RC.

Resin-coated paper processing becomes substantially more economical with the addition of a silver recovery unit to reclaim the unexposed silver accumulating in the fixer. It also is a sound environmental practice.

Because such a small part of the paper's surface is exposed, a large amount of silver is potentially recoverable. The fixer used in processing 1,000 square feet of resin-coated paper can yield up to 3.5 troy ounces of silver.

Two methods are commonly used to recover silver: the cartridge method, which is approximately 60 percent efficient, and the electrolytic method, which is 90 to 95 percent efficient. Silver recovery units cost $130 and up, depending on the capacity and speed of recovery desired. (For a review of silver recovery techniques, see R.I. Bulletin 1043, Feb. 29, 1971.) □

Advantages

Stabilization process:

- The processor occupies very little space and needs no drain or water facilities.
- The processor costs less than $1,000.
- Stabilization chemicals are purchased pre-mixed, needing only to be added to the processor.
- The processor can be drained and cleaned in less than 30 minutes.
- Solution temperatures are not very critical.
- Processed paper is available in semidry form in 14 seconds or less.

Resin-coated process:

- Extended print life.
- Image densities are more consistent and the exposure is less critical.
- The paper does not get wet, minimizing the size-holding problems during developing and drying.
- Dry-to-dry times for most RC processors are relatively short, and paper lengths up to 50 feet can be processed.
- Silver can be recovered from the fixer solution.
- Users of small quantities can purchase premixed chemicals.

Disadvantages

Stabilization process:

- Drying time often negates the advantage of fast processing.
- Sabilized prints fade or discolor unless they are fixed and washed.
- Stabilization paper may change in size or shape during developing and drying.
- The cost of stabilization chemicals is more expensive in most cases.

Resin-coated process:

- The processor can cost from $4,000 to $25,000 or more, depending on the speed and features desired.
- Some of the lower-priced processors tend to run at slower speeds.
- The processors occupy more space.
- Most processors require plumbing and additional wiring for their drying units.

NLRB judge upholds struck newspaper

By Clark Newsom
presstime labor writer

An administrative law judge has recommended that the National Labor Relations Board dismiss in its entirety a complaint based on unfair labor practice charges lodged against the Vallejo (Calif.) Times-Herald by Bay Area Typographical Union No. 21.

Judge Roger B. Holmes concluded in a 46-page decision that "a preponderance of the evidence" did not establish any violation of the Taft-Hartley Act by the publisher during collective bargaining with the union.

The ITU local was one of five unions that struck the newspaper on June 20, 1978. The Times-Heraid hired permanent replacements for the strikers and has continued publication and distribution throughout the strike.

The NLRB complaint alleged that since May 1978, "and continuing to date," the publisher refused to bargain in good faith.

The union also charged that the publisher had unlawfully insisted upon modification of the unit-jurisdiction clause in the labor agreement.

In addition, the union and NLRB general counsel contended that the strike was an unfair labor practice strike in protest of the publisher's alleged unlawful conduct.

After a lengthy review of the 21 bargaining sessions between the parties beginning Jan. 31, 1977, and ending Nov. 8, 1978, Judge Holmes concluded that the evidence did not support the allegations in the complaint.

Concerning the charge that the publisher had unlawfully insisted to an impasse on modification of the unit-jurisdiction clause, Holmes noted that the company had changed its position several days prior to the strike and offered to agree on the language in the old contract.

In recommending dismissal of the other allegations, Holmes stated: "I recognize the fact that job guarantees and work arrangements were not the only issues separating the parties (in October 1978) and preventing them from reaching an agreement.

"More importantly, however, I conclude that (1) the reasons advanced by the Respondent (company) for its withdrawal of its pre-strike proposals have a basis in fact, that is, the occurrence of the strike and the hiring of permanent replacements; (2) the evidence does not otherwise establish that the Respondent's reasons given to the union were false or a sham; and (3) the evidence does not prove that the Respondent withdrew those pre-strike proposals to prevent the parties from reaching agreement. . . .

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"Since the Respondent has not engaged in the unfair labor practices alleged in (the complaint), the strike which commenced on June 20, 1978, cannot be found to have been either caused by, or prolonged by, those alleged unfair labor practices," the judge said.

In his decision, Holmes cited a similar case in 1975 involving the Omaha (Neb.) World-Herald in which the NLRB dismissed a complaint against the publisher [ANPA Labor and Personnel Relations Bulletin 6416, p. 572]. Holmes quoted the following finding by the administrative law judge in the Omaha case:

> "I reject the General Counsel's argument and find that Respondent at all times negotiated with the intention of reaching a contract if it could, although it surely engaged in hard bargaining in every sense of the word. Respondent was willing to take a strike to achieve its primary purpose of operating the composing room according to its concepts of efficiency and it is no violation of law for it to capitalize on its ability to restructure the activities in the composing room to more economical standards."

(A decertification election petition filed by the present composing-room employees at the Vallejo Times-Herald has been blocked by the unfair labor practice charges filed by the union.)

(Times-Herald Inc. and Bay Area Typographical Union No. 21, ITU, JD-SF-250-79) □

NLRB Elections

Long Beach (Calif.) Independent and Press-Telegram, Teamsters: Full-time and regular part-time advertising division employees voted 70-28 against representation by Local 88 of the Teamsters.

(NLRB Case No. 21-RC-15958)

Ithaca (N.Y.) Journal, ITU: Newsroom employees recently voted 20-10 in favor of representation by Typographical Union No. 379.

(NLRB Case No. 3-RC-7499)

Boise (Idaho) Statesman, ITU: Maintenance employees have rejected Typographical Union No. 271 as their bargaining agent by a 4-2 vote.

(NLRB Case No. 19-RC-9233)

NLRB rejects judge's decision and upholds ITU in bargaining

Overruling an administrative law judge, a three-member panel of the NLRB has found that The Baytown (Texas) Sun violated the Taft-Hartley Act when it changed a policy on premium pay without bargaining with Houston Typographical Union No. 87.

The judge had concluded that the parties had reached an impasse in new contract negotiations and that the company was therefore entitled to unilaterally change its rules on "off day" compensation.

The NLRB panel, however, found the publisher "bargained in bad faith by unilaterally instituting a policy which was wholly different from any comprehended in its proposals to the union and, indeed, without a breakdown in negotiations."

During negotiations, the panel found, the company had proposed only one change in the contract language covering off days—that they be assigned by the "publisher" rather than the "foreman." This was "tentatively okayed" by the parties.

The old contract required payment of overtime for work performed on off days. The company violated the labor law, according to the board, when it unilaterally stopped paying the premium for hours worked on off days unless the employee had already worked 37-1/2 hours during the week.

An employer can lawfully make unilateral changes after an impasse has been reached if the changes are "reasonably comprehended" within pre-impasse proposals, the board noted. But in this case no "meaningful" issue had been raised with respect to the clause covering pay for off days.

"In our view," the board said, "the circumstances amply support the union's contention that the parties had agreed to the off-day clause subject to agreement on the contact. However, even if we did agree that an impasse had occurred, respondent's unilateral changes were totally inconsonant with its original offer, which was almost identical to the union's offer."

The board concluded that the company had violated Section 8(a)(5) and (1) of the act and ordered it to bargain in good faith. The company also was ordered to "make whole" any employees affected by the change in compensating them for off-day work.

(Southern Newspapers Inc., d/b/a The Baytown Sun and Houston Typographical Union No. 87, ITU, 246 NLRB No. 5) □

Pact at London Times ends shutdown

The London Times reappeared Nov. 13 after nearly a year's absence. The 194-year-old daily had been shut down since Nov. 30, 1978, by a labor dispute.

The Sunday Times resumed publication with the Nov. 18 issue.

An agreement was reached in late October with printers of the National Graphical Association which will permit the newspapers to introduce computer typesetting and other new technology in a limited manner. The printers agreed to end the frequent wildcat strikes that cost the newspapers some 12 million copies in 1978, although there is no penalty clause attached to the agreement.

Times Newspapers Ltd., the Thomson Organization unit that owns the daily and Sunday newspapers, is reported to have lost $60 million during the shutdown. The Times' journalists remained on the payroll throughout the dispute, while the printers' union paid its members $220 per week.

Management gained a reduction in manning, but the typesetters won control of the computerized keyboards for the time being. The keyboarding issue will be renegotiated next year.

The Times has a daily circulation of about 300,000. The Sunday Times was selling 1.4 million copies before the shutdown. □

The program for the ANPA Labor and Personnel Relations Conference was planned at a November meeting in The Newspaper Center. The conference, conducted by the Labor and Personnel Relations Committee, will be Feb. 4-6 at the Dodgertown Conference Center, Vero Beach, Fla. From left to right above are: Director/Readership and Training Robert L. Burke, General Manager Jerry W. Friedheim, Committee Chairman James T. Dorris of the Boston Herald American, Vice President/Labor and Personnel Relations Roy W. Anderson, and Committee Vice Chairman Darrow Tully of The Arizona Republic and The Phoenix Gazette. Also participating in the planning session were Manager/Labor Relations Charles Cole and Assistant General Manager Thomas C. Fichter.

Court questions NLRB's 'policy' on carriers

The 6th U.S. Circuit Court of Appeals in Cincinnati has instructed the NLRB to determine whether juvenile carriers delivering The Oakland Press in Pontiac, Mich., are employees or independent contractors under the National Labor Relations Act.

The case stems from an unfair labor practice charge filed against the company by Teamsters Local 372, which claimed to represent the newspaper's circulation department district managers. The union alleged that the company had unlawfully refused to bargain for a new contract covering the district managers.

The company asserted it had no duty to bargain, since the district managers were supervisors of the carriers and therefore not an appropriate unit for purposes of collective bargaining.

An administrative law judge ruled in 1977 that the carriers were not employees, and therefore the district managers could not be supervisors [ANPA Labor and Personnel Relations Bulletin 6463, page 82]. In his decision, the judge specifically refrained from deciding whether the carriers were independent contractors because "the real issue," he said, was whether they were employees. "As a matter of policy," he concluded, the carriers should not be treated as employees.

A three-member labor board panel adopted the findings and conclusions of the judge without issuing an opinion of its own [ANPA Labor and Personnel Relations Bulletin 6477, p. 366].

The Oakland Press then petitioned the 6th Circuit to review and set aside the board panel's decision.

In remanding the carrier status question to the NLRB, the appeals court stated: "We cannot accept the finding that, as a matter of policy, (the carriers) are not employees. Whose policy? They are entitled to be definitely classified under the statute. Either they are legally employees, or, according to the law, they are not employees."

Another issue in the case was whether the union had complied with "termination" clauses in two contracts—one covering a unit of truck drivers and the other the district managers.

The court agreed with the NLRB's conclusion that the union's written notice of desire to negotiate new contracts was "inartfully drafted," but legally effective. Thus, it enforced that part of the board's order requiring the company to bargain over a contract for the drivers. The NLRB must now decide whether the unit of district managers is an appropriate one for collective bargaining.

(The Oakland Press Co., Subsidiary of Capital Cities Communications Inc. v. NLRB, USCA6 No. 77-1320) □

EEOC will hear equal pay issue

Is the work of an inside classified advertising salesperson of "comparable worth" to a newspaper as the work of an outside retail advertising salesperson?

Is a person doing paste-up work in the composing room rendering a service of "comparable worth" as the person doing paste-up work in the advertising art department?

These are just examples of the types of questions that possibly could be raised in January when the Equal Employment Opportunity Commission holds a public hearing in Washington on the controversial subject of "equal pay for work of comparable worth."

Eleanor Holmes Norton, the head of the commission, said the purpose of the hearing "is to determine whether wage rates of jobs in which women and minorities have been historically segregated are likely to be depressed because those jobs are occupied by these groups."

The hearing will examine the nature and present extent of job segregation, the relationship between job segregation and wage differentials, and how segregation may adversely influence the setting of wages for "segregated jobs."

The EEOC assumed jurisdiction over the Equal Pay Act on July 1 [ANPA Labor and Personnel Relations Bulletin 6532, page 18]. As part of its study of the issue of equal pay for work of equal value, the EEOC commissioned the National Academy of Sciences to investigate certain aspects of the job evaluation process and its relation to Title VII of the 1964 Civil Rights Act. The results of that study have not yet been released.

Norton said the commission is soliciting information from economists, sociologists, historians, anthropologists, psychologists and "the affected individuals or groups" who have studied or experienced the relationship between job segregation and wage discrimination. □

Newspaper Guild, ITU achieve breakthrough in merger talks

The merger committees of The Newspaper Guild and the International Typographical Union have reached agreement on two key governing functions of the proposed new union—the officer structure and strike sanction procedure.

The agreements were reached at a week-long meeting in November at Colorado Springs, Colo., and generated optimistic appraisals on the ultimate success of the merger from the presidents of the two unions [**presstime,** November, page 42].

The top officer of the merged unions would be a "general president" and would come from the ITU, as would the treasurer. The president and secretary would come from the Guild.

In addition, the new union would have five vice presidents—three from the ITU (one a mailer) and two from the Guild.

The nine officers would form an International Executive Council. The ITU now has an executive council of five full-time officers, and the Guild has two full-time officers.

The number of officers would be reduced over several terms of office, the length of which has yet to be determined. In the second term, the IEC would be reduced to seven members—four from the ITU and three from the Guild. During the third term, it would be reduced to five from the combined membership.

There also would be an International Governing Board to rule on constitutional matters.

The power of strike sanction would be vested with the IEC. A local union denied strike sanction would have the right to appeal to the IGB.

Union officials stressed the urgency of completing a merger document well before the annual conventions of both unions next summer.

"Our aim is to submit a merger agreement to the 1980 TNG convention," Guild President Charles A. Perlik Jr. said. "I think it is a fair assessment that a merger is now in prospect," he added.

"We share the same sentiments," ITU President Joe Bingel said. "I have every reason to expect a vote by the two unions in 1980." □

Strikes against Michigan daily dropped

Two strikes against The Oakland Press in Pontiac, Mich., that began in late 1977 ended recently when the striking unions told the NLRB that they no longer were interested in representing employees at the newspaper.

Detroit Printing Pressmen's Union No. 13 and Detroit Newspaper Guild Local 22 struck the newspaper Dec. 29, 1977. Both unions were negotiating new contracts prior to the strikes.

The Oakland Press hired replacements for the striking employees and continued publication and distribution without interruption.

The unions stopped picketing, earlier this year, but were still "on strike."

Several months ago, the employees in the editorial department filed an election petition with the NLRB seeking to decertify the Guild as their bargaining agent. An election was scheduled for early October; however, the day before the election, the Guild notified the NLRB that it was withdrawing by filing a disclaimer of interest.

The pressmen also had filed a petition for a decertification election, but before a hearing could be held in October, the Pressmen's Union disclaimed interest.

The newspaper maintains relations with the International Typographical Union and the Teamsters. When the strikes began, composing room employees represented by the ITU and district managers and truck drivers represented by the Teamsters (see related story, page 42) crossed the picket lines, as did most of the maintenance department employees covered by a contract with the striking pressmen's union. (In a June 1978 decertification election, the maintenance employees voted 9-0 against further representation by the union.) □

Non-disciplinary discharge upheld

Total disability with no prognosis of recovery justifies termination of employment, Arbitrator Jonathan S. Liebowitz concluded in a recent decision upholding Newsday, Long Island, N.Y.

The grievant, a proofreader represented by Long Island Typographical Union No. 915, last worked in April 1978 before he became totally disabled because of rheumatic valvular heart disease and chronic hepatic cirrhosis. In March 1979 the company informed him by letter of his non-disciplinary discharge.

The union protested the discharge, relying on Article V, Section 6, of the ITU General Laws, which states that a journeyman incapacitated by illness "shall not suffer loss of situation . . . in the event a substitute is not available."

The company contended that the matter at issue was specifically covered by the labor agreement, and the General Laws provision therefore was inapplicable. The foreman had the right to discharge for neglect of duty, including non-disciplinary reasons, and the lifetime job security section of the contract contained an exception for "discharge for cause," the company maintained.

(Newsday stopped hiring substitutes at the end of 1978. The labor agreement provides that "substitutes . . . shall be hired . . . if required by the office.")

The company also submitted an arbitration award involving The Columbus (Ohio) Dispatch and the ITU wherein the arbiter upheld the discharge of a printer for recurring absences due to chronic illness [ANPA Labor and Personnel Relations Bulletin 6265, p. 678].

"It seems to me," Liebowitz said, "that an employee can retain his priority (equivalent here to his bundle of job seniority rights) in accordance with the contract and General Laws and still be subject to discharge under the facts . . . here."

He noted that the section of the General Laws referring to protection of situation and priority standing was qualified by the language "when a substitute is not available," and the protective purpose of the section did not apply under the circumstances because "there were substitutes available."

"Arbitration awards," Liebowitz said, "including submissions by the company, support correctness of a non-disciplinary discharge for continuing inability to do the work because of permanent medical disability.

"The contract permits discharge for neglect of duty; the Columbus Dispatch case supports the company's position here (on facts as to permanence of disability less strong than those present here) against the contention that Article V, Section 6, precludes discharge for neglect of duty of an employee with a poor attendance record." □

Oakland (Calif.) Tribune sustained on work assignments in pressroom

The Oakland (Calif.) Tribune did not violate its labor agreement with the pressmen's union when it assigned journeymen, rather than employees with a lower job classification, to work the "buttons" on the folder and to paper handling duties, Arbitrator Francis Richard Walsh concluded in a recent award.

The current labor agreement with San Francisco Web Pressmen and Platemakers' Union No. 4 provides that all employees "shall at all times faithfully perform any work" assigned by the foreman. Pressroom manning requirements had been eliminated in a supplemental agreement which gives certain employees lifetime job security.

After the supplemental agreement was executed, the newspaper had a surplus of journeymen who could not be laid off, and the use of "utilityboys," who had not received job guarantees, was discontinued.

The union argued that it had not agreed to a total elimination of job distinctions and that the long-standing past practice had been to assign employees to work within their job classifications (journeymen, apprentices and flyboys).

Arbitrator Walsh found that the contract language "clearly vindicates the company's contention that it had the right to assign journeymen to work on the paper and to operate the buttons."

When the words of a contract are clear, he said, the burden falls on the party "who claims they do not mean what they appear to say" to prove its contention by a preponderance of the evidence.

"The union attempted to carry this burden by resort to parol evidence, such as 'past practice,' and by showing what was stated, or not stated, by the negotiators who worked out the terms of the agreements," Walsh said. "Resort to past practice may at times be of assistance in ascertaining the intent of the parties, but this is not one of those cases. This, for the reason that a major change was made in the manner the pressroom, and the presses, would be operated."

As to what was said by the parties during negotiations, he found the evidence was contradictory. "I am forced to accept the version of such evidence as contended for by the company," he said.

"In reaching the conclusions I have in this case," Walsh said, "I am not unmindful of the fact that journeymen are highly skilled workers who have achieved a level of eminence and competence by long years of training and experience. This realization, however, does not permit me to ignore the clear language of agreements which the parties have freely entered into. If I were to disregard the clear and unambiguous words of the agreements, I would in fact be rewriting the agreements for the parties. This I cannot do." □

Arbiter backs Detroit News in discharge of drivers who falsified return slips

The discharges of two street sales division drivers by The Detroit News recently were sustained by Arbitrator Charles M. Rehmus in separate opinions and awards.

Both grievants were discharged for "padding returns"—overstating the number of unsold newspapers returned to the publisher for credit. One of the drivers had worked for the company 30 years and the other 28 years.

According to Rehmus, a private investigator hired by the newspaper discovered that some five or six of the sales division drivers were padding their returns on a systematic basis. Two return dock employees (mailers) conspired with the drivers by falsifying return slips and taking kickbacks from the drivers.

(The two mailers who testified against the drivers in both arbitrations also were fired but obtained employment at the Detroit Free Press. "In a perfect world," the arbiter observed, "such inequities would not occur.")

Both drivers admitted that they had falsified records, and one testified that he had netted at least $1,000 more than he was entitled to by padding returns. The other driver defended his actions by saying he had padded returns to reimburse himself for losses incurred as a result of thefts from his racks.

A section of the labor agreement with Teamsters Local 372 provides that any employee who falsifies "any accounting form" is subject to immediate dismissal "at the option of the publisher."

Another section states that there must be "just cause" for discipline.

The union argued that the section dealing with falsification of records was "simply a warning" to employees and that the "just cause" provision controlled all discharge actions. Rehmus rejected this argument, noting that it is a general axiom of industrial relations that where the parties specifically negotiate a list of offenses and penalties, the arbitrator is without jurisdiction to modify the contractually stated penalty if he finds the offense was committed.

"Here," he said, "the parties have asserted that if the offense of falsification is committed the penalty of discharge shall be 'at the option of the publisher.' I see no way to construe this to mean that the arbitrator rather than the publisher shall have the option of determining whether discharge is the appropriate penalty."

In both arbitrations the company contended that the arbitrator had no right to substitute his own judgment for that of the publisher. Rehmus agreed, concluding that "the agreement gives the publisher the power to impose discharge and does not give the arbitrator the power to overturn this decision." □

Pressmen receive contract ratification bonuses

Pressmen in two cities have recently received a bonus in return for ratifying new contracts with their newspapers.

A new 10-year agreement negotiated this fall between the Buffalo (N.Y.) Evening News and the pressmen's union provided for a $3,000 ratification or "incentive" bonus, plus a yearly bonus of $300 for those on the job security list.

Earlier this year, regular journeymen pressmen at the Chicago Tribune and the Chicago Sun-Times received a $1,500 ratification bonus with a pro rata share to apprentices and others.

In return for the bonuses, the publishers gained substantial reductions in unit manning over the life of the contracts. □

Insubordination warrants discharge, arbitrator rules

Arbitrator Morris P. Glushien ruled in November that the April discharge of a deliverer for insubordination at the New York Daily News was for just cause.

He also held that racial "or other discrimination" played no part in the disciplinary action.

The grievant, a West Indian black, was represented by the Newspaper and Mail Deliverers' Union of New York and Vicinity and had been employed about nine years.

In upholding the discharge, Glushien noted that the grievant was "far from an ideal employee." He had previously been suspended for misconduct, and in 1977 he was discharged after an episode in which he had angrily and repeatedly disobeyed a foreman's order. The 1977 discharge was overturned by an arbitrator and reduced to an eight-week suspension, with the warning that future acts of insubordination could lead to discharge.

"This is not a case, as the union contends, where a worker is discharged simply for using bad language in a work place where bad language is an everyday occurrence," Glushien said.

"(Grievant) was terminated for much more serious conduct, or rather misconduct, toward his supervisors. To begin with, he refused to carry out a work assignment which he was directed to perform. Secondly, he exploded in a loud and abusive tirade against his supervisor, carried on over a considerable period of time and in the presence of numerous workers. And thirdly, he shouted obscene and demeaning language at his own supervisor and the supervising force *in toto* which too was heard by other employees.

"Added together, this is a far cry from the union's claim that 'bad language' alone does not merit discharge."

Glushien said that if the occurrence had been the first instance of the grievant's disrespect for supervision, he might have found discharge to be an excessive penalty. But, he noted, the grievant had been given "fair and clear notice to beware." □

Union upheld on holiday work

A dispute between The Houston Chronicle and South Texas Newspaper Printing Pressmen's and Graphic Communications Union No. 43 over scheduling work during a holiday week was recently resolved in favor of the union.

The issue before Arbitrator F. Jay Taylor was whether the company properly changed the schedules on Christmas Eve, 1978, New Year's Eve, 1978, and the night before Memorial Day, 1979.

The dispute arose when the company, for the first time, elected to print the Christmas Day newspaper on Christmas Eve. Employees normally scheduled to begin their workweek on Monday were shifted to operate the presses on Sunday evening—their regular day off. Work was completed about 5 a.m. Christmas Day.

The pressmen were paid their regular straight time, but they also received a compensating holiday (another day off with pay) in accordance with Section 18 of the labor agreement. It states in part: "If a recognized holiday falls on an employee's scheduled off day . . . the foreman . . . will schedule him another off day with pay following the holiday. . . ."

Management later decided that the same schedule would apply for the New Year's Day and Memorial Day editions.

The union, however, protested the work assignments, charging that the company had violated the contract by failing to select the Sunday pressmen by priority (seniority).

Section 21 of the contract states that in the event an employee's preferred days are not available, "changes shall be made from the bottom of the board upward." By assigning the pressmen to work on Sunday, the employees' preferred day off was not available, the union noted.

In addition, the union said, the company violated the agreement by failing to pay time and a half to those who worked the Sundays. Section 7B requires overtime pay for work on off days as a "sixth shift."

The company pointed out that Section 21 provides that preferred days remain unchanged "so long as they are available." When they were no longer available, the foreman had the right to make assignments on the basis of production requirements and priority, the company maintained.

It said the union's argument that the selection of the Sunday work crew should have been made from the bottom of the board up was an attempt to "confuse" the issue.

Arbitrator Taylor, agreeing with the union, directed the company to comply with the priority provision of Section 21 and grant each affected employee one-half day's pay for the three days in question.

"As the union persuasively argued," he said, "it was the company that made Monday unavailable as a workday by shifting the regularly assigned Monday pressmen crew to a Sunday night printing schedule. Clearly, then, it was a management decision that rendered Christmas Day unavailable. And when that happens the collective bargaining agreement clearly and unambiguously gives direction as to selection of the crew."

Taylor noted that "priority" was coequal with "production requirements." □

Minimum wage reminder

The U.S. minimum wage is scheduled to rise from $2.90 to $3.10 an hour effective Jan. 1. The increase is mandatory for all employees covered by the Fair Labor Standards Act.

Newspaper sustained on reassignment

Assigning an employee new starting times after another employee retired did not violate the labor agreement with the photoengravers, an arbitrator ruled in a recent award upholding The Tribune, Oakland, Calif.

The retired employee was not replaced, and the company rearranged the schedules in the photoengraving and platemaking department in order to operate the department in the best manner.

Graphic Arts International Union Local 280 claimed that a job vacancy existed after the retirement and that the hours and off days were open for claim by senior employees.

Arbitrator Robert E. Burns found that a new section in the labor agreement relied upon by the union "does not tell us specifically what is to happen when the work complement is reduced by one, some of the work is reassigned, and the starting time and off days are changed."

The retiree's job became vacant, Burns found, "but it did not continue in existence because the work complement was reduced from 12 to 11."

In redistributing the retiree's work, he concluded, the company "was entitled to change grievant's starting time" and to assign to him a portion of the retiree's work. □

Additional arbitration decisions

The Detroit News, Teamsters: Gabriel N. Alexander upheld the discharge of a driver for padding the number of unsold newspapers returned for credit.

The San Jose (Calif.) Mercury and News, GAIU: Daniel J. Dykstra, ruling in a dispute over the interrelationship of a company pension plan and a supplemental plan, held that the company violated the labor agreement when it amended its plan by inserting an offset provision which reduced the grievant's pension by the amount of the supplemental payout.

The Washington Post, Guild: Bernard Cushman ruled that an editorial employee discharged for unsatisfactory job performance was properly terminated during her probation period and therefore not entitled to back pay.

(Full texts of the decisions are available upon request to the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

Estimated newsprint consumption of U.S. daily newspapers[1]

Region	September 1979 (Short Tons)	September 1979 (Metric Tons)	September 1978 (Short Tons)	September 1978 (Metric Tons)	% Change
Northeast	177,571	161,090	138,935	126,040	+27.8
North Central	182,711	165,753	184,051	166,968	-0.7
South	212,297	192,593	204,701	185,702	+3.7
West	154,217	139,903	148,596	134,804	+3.8
September totals	726,796	659,338	676,283	613,514	+7.5
Circulation size					
0-25,000	62,064	56,304	63,578	57,677	-2.4
25,001-100,000	121,602	110,316	122,563	111,187	-0.8
over 100,000	543,130	492,719	490,142	444,649	+10.8
September totals	726,796	659,338	676,283	613,514	+7.5
Nine-month totals	6,377,596	5,785,658	6,145,509	5,575,114	+3.8

Estimated newsprint consumption of all U.S. users

	1979 (Short Tons)	1979 (Metric Tons)	1978 (Short Tons)	1978 (Metric Tons)	% Change
August totals	914,000(r)	829,000(r)	859,000	779,000	+6.4(r)
September totals	949,000(p)	861,000(p)	870,000	789,000	+9.1(p)
Eight-month totals	7,298,000(r)	6,621,000(r)	7,041,000	6,387,000	+3.7(r)
Nine-month totals	8,247,000(p)	7,482,000(p)	7,911,000	7,176,000	+4.2(p)

Production

	Canada (Short Tons)	Canada (Metric Tons)	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	North America (Short Tons)	North America (Metric Tons)
September 1979	762,288	691,536	340,045	308,484	1,102,333	1,000,020
September 1978	758,653	688,239	318,787(r)	289,199(r)	1,077,440(r)	977,438(r)
Increase or decrease	+3,635	+3,297	+21,258	+19,285	+24,893	+22,582
	+0.5%	+0.5%	+6.7%	+6.7%	+2.3%	+2.3%
Nine months 1979	7,135,750	6,473,447	3,016,639	2,736,649	10,152,389	9,210,096
Nine months 1978	7,307,911	6,629,628	2,810,880(r)	2,549,988(r)	10,118,791(r)	9,179,616(r)
Increase or decrease	-172,161	-156,181	+205,759	+186,661	+33,598	+30,480
	-2.4%	-2.4%	+7.3%	+7.3%	+0.3%	+0.3%

Shipments

From Canadian mills	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	Canada (Short Tons)	Canada (Metric Tons)	Export (Short Tons)	Export (Metric Tons)	Total (Short Tons)	Total (Metric Tons)
September 1979	522,655	474,145	85,327	77,407	125,420	113,779	733,402	665,331
September 1978	549,691	498,671	79,783	72,378	140,654	127,599	770,128	698,648
Nine months 1979	5,162,460	4,683,306	765,629	694,567	1,172,834	1,063,977	7,100,923	6,441,850
Nine months 1978	5,307,419	4,814,809	733,121	665,076	1,257,501	1,140,786	7,298,041	6,620,671
From U.S. mills								
September 1979	331,759	300,967	----	----	7,394	6,708	339,153	307,675
September 1978	304,499(r)	276,237(r)	----	----	11,920	10,814	316,419(r)	287,051(r)
Nine months 1979	2,951,430	2,677,493	----	----	63,977	58,038	3,015,407	2,735,531
Nine months 1978	2,739,206(r)	2,484,966(r)	----	----	75,617	68,598	2,814,823(r)	2,553,564(r)
From North American mills								
September 1979	854,414	775,112	85,327	77,407	132,814	120,487	1,072,555	973,006
September 1978	854,190(r)	774,908(r)	79,783	72,378	152,574	138,413	1,086,547(r)	985,699(r)
Nine months 1979	8,113,890	7,360,799	765,629	694,567	1,236,811	1,122,015	10,116,330	9,177,381
Nine months 1978	8,046,625(r)	7,299,775(r)	733,121	665,076	1,333,118	1,209,384	10,112,864(r)	9,174,235(r)

[1] Based on stratified data from ANPA's sample of 525 newspapers

[2] Represents 525 ANPA-reporting newspapers

[3] Represents average stocks on hand and in transit calculated on consumption of 525 ANPA-reporting newspapers during month

(r) revised

(p) preliminary

September consumption up 9.1 percent

Total U.S. newsprint consumption increased by 9.1 percent in September compared to the same month last year, while estimated newsprint consumption of U.S. daily newspapers increased 7.5 percent for the same month.

Consumption increases reflect major newspaper strikes in New York City the entire month of September 1978.

Also, there were five Sundays this September but only four in September 1978.

All U.S. users consumed an estimated 8,247,000 short tons during the first nine months of 1979, up 4.2 percent from last year's 7,911,000. Estimated U.S. daily newspaper consumption during that period rose by 3.8 percent, from 6,145,509 short tons to 6,377,596.

Newsprint stocks on hand at the 525 ANPA-reporting U.S. newspapers fell by four days, from an average of 31 days' supply in August to 27 in September. In September 1978 they had reported 37 days' supply.

Canadian newsprint production was 762,288 short tons in September of this year, up 3,635 short tons (0.5 percent) from a year earlier. U.S. production increased 21,258 short tons (6.7 percent) to 340,045. For the nine-month period, Canadian production was down 2.4 percent from 1978, but U.S. production was up. □

Stocks

U.S. publishers[2]	(Short Tons)	(Metric Tons)	(Days' Supply On Hand[3])	(Days' Supply In Transit[3])
September 1979	674,134	611,564	27	6
September 1978	828,594	751,868	37	7
Canadian mills				
September 1979	238,113	216,013	--	--
September 1978	292,000	264,898	--	--
U.S. mills				
September 1979	23,536	21,352	--	--
September 1978	30,243(r)	27,436	--	--

MacMillan Rothesay settlement reached

A settlement ended the 7-month strike at MacMillan Rothesay Ltd.'s newsprint mill in St. John, New Brunswick, and operations resumed Nov. 7 [**presstime**, November, page 8].

The new 5 1/2-year contract between the Canadian Paperworkers Union and MacMillan Rothesay is retroactive to June 1, 1978, and is a marked departure from most industry contracts which are for durations of only two or three years.

The pact provides wage increases of 6.5 percent in the first year; 11.4 percent in the second; 10.6 percent in the third; and 9.5 percent, subject to a minimum of 90 cents-an-hour, in the fourth. Pay hikes for the balance of the contract will reflect increases negotiated by British Columbia CPU members in the 1981 contract negotiations with paper companies in that province.

R. B. Strother, vice president of MacMillan Rothesay, said that it is difficult to predict whether the settlement will set the pattern for contracts to be negotiated this spring. "It is obvious that the companies are going to take a hard look at it," he said.

Contracts covering about 33,000 CPU members in Manitoba, Ontario, Quebec and the Maritime Provinces expire April 30, 1980. □

Newsprint notes

Great Lakes Paper Co. has agreed to buy Reed Ltd.'s Dryden, Ontario, kraft pulp and paper mill for an estimated $80 million (Canadian). Great Lakes also is considering installing at the mill a newsprint machine with a capacity of about 193,000 short tons a year, at a cost of $190 million (Canadian).

•••

British Columbia Forest Products Ltd. hiked its price for 30-pound, standard newsprint, effective Dec. 1. New prices are $375 per short ton to U.S. customers, $370 per metric ton to customers in the British Columbia lower mainland and on Vancouver Island, and $376 per metric ton to customers in the British Columbia interior and Alberta.

•••

Members of the **Pulp, Paper and Woodworkers of Canada** have returned to work. Most of the local issues which caused the dispute with the British Columbia forest products industry have been settled. PPWC members have been working since mid-October under their old contract. When all locals have settled, the union will begin work under the new British Columbia-wide pact already accepted by the International Woodworkers of America and the Canadian Paperworkers Union [**presstime**, October, page 48].

•••

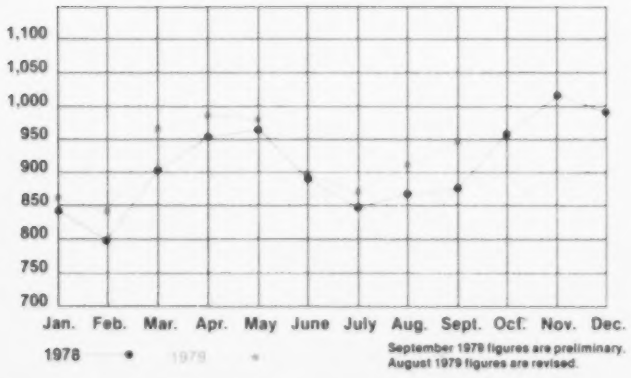
Spruce Falls Power & Paper Co. has been awarded a $7 million (Canadian) grant by the Canadian and Ontario governments to upgrade environmental controls at its Kapuskasing, Ontario, newsprint mill. Spruce Falls, the first pulp and paper company to be awarded such a grant, will embark on an $88.2-million (Canadian) expansion program after it receives the grant. Plans include construction of a thermomechanical pulp mill and the rebuilding of some machines. No additional newsprint capacity is expected from this program [**presstime,** November, p. 58].

•••

Bowater Southern Paper Corp.'s fifth newsprint machine began operating in October at its Calhoun, Tenn., mill. Annual capacity of the new machine is about 155,000 short tons, which will bring Bowater Southern's total newsprint capacity to approximately 655,000 short tons a year—highest of any mill in North America. Bowater will use thermomechanical pulp in all of its newsprint furnish, thus reducing use of more expensive kraft pulp. □

Estimated U.S. Newsprint Consumption 1978-79

(Thousands of Short Tons)



September 1979 figures are preliminary.
August 1979 figures are revised.

Nine-month financial reports of paper companies

	Net Income (In Thousand Dollars)		
	1979	1978	% Change
Abitibi-Price Inc.	$ 83,068(a)	$ 53,963(b)(c)	+ 53.9
Boise Cascade Corp.	138,820	101,980	36.1
British Columbia Forest Products Ltd.	70,500	46,000	53.3
Consolidated-Bathurst Ltd.	71,764(a)	36,803	95.0
Crown Zellerbach Canada Ltd.	40,800	25,900	57.5
Crown Zellerbach Corp.	99,600	67,000	48.7
Domtar Ltd.	69,600	41,000(b)	69.8
Great Lakes Paper Co. Ltd.	33,637	11,606	189.8
International Paper Co.	491,000(a)(b)	153,000(b)	220.9
Kimberly-Clark Corp.	278,300	113,400	145.4
Maclaren Power & Paper Co.	24,492	13,595	80.2
Reed Paper Ltd.	27,900	(3,400)	—
Southwest Forest Industries	22,950	15,307	49.9

(a) Including extraordinary credit
(b) Including extraordinary charge
(c) Restated

ANPA General Manager Jerry Friedheim (right) shows Anderson some of the labor contracts on file in the Labor and Personnel Relations Department at The Newspaper Center.

Anderson new vice president, labor and personnel relations

Roy W. Anderson, whose 33 years in the newspaper business were marked by a rise from pressman to general manager of a metropolitan daily, has been named ANPA vice president/labor and personnel relations.

"We are extremely fortunate to have been able to employ a person of such ability and experience for this important and sensitive position," said ANPA Executive Vice President and General Manager Jerry W. Friedheim. "We are confident that Roy Anderson will be a tremendous asset to the Association's member newspapers in advising on and executing a full range of programs offering both union and non-union employee-relations services."

Anderson began his new duties Dec. 1. At that time, Charles Cole, previously acting manager/labor and personnel relations, became manager/labor relations.

Anderson was a pressman at the Chicago Tribune, 1946-54; assistant mechanical superintendent at the Akron (Ohio) Beacon Journal, 1954-58; business office manager, 1958-59, and assistant production manager, 1959-61, at The Miami Herald; assistant business manager, 1961-63, and business manager, 1963-71, at Capital Newspapers, Albany, N.Y.; and general manager at the Baltimore News-American, 1971-79.

Long active in ANPA, he has served on the Labor and Personnel Relations and Production Management committees.

He attended Northwestern University where he received a bachelor's degree in 1952 and a master's in business administration in 1957. He and his wife, Marie, live in Baltimore. They have three children. □

Palmedo named head of training services

Stephen E. Palmedo has been appointed manager of the ANPA Training Services Department.

Palmedo, a graduate of Brown University who joined ANPA in 1972, had been assistant manager/training services since the beginning of this year. Before that, he was administrator of the ANPA Foundation.

Executive Vice President and General Manager Jerry W. Friedheim cited Palmedo's wide experience at ANPA in announcing the promotion. "I am delighted that we are able to fill this important position with a professional like Steve Palmedo who has a broad knowledge of ANPA and a specific knowledge of our training program," Friedheim said.

Palmedo will report to Director/Readership and Training Robert L. Burke. □

Book now for ANPA's '80 Convention

Those planning to attend the Annual ANPA Convention in Honolulu, Hawaii, April 21-23, should not delay making travel and hotel reservations.

Thomas C. Fichter, ANPA vice president and assistant general manager, and convention staff coordinator, says that early reservations for air travel and hotel accommodations will assure choice seats on most key flights and will guarantee desired hotel accommodations.

Group Travel Unlimited Inc. (GTU) of Washington, D.C., has been selected by the ANPA Convention Arrangements Committee as the official Housing Bureau and coordinator for air travel and post-convention tours.

A convention brochure which outlines details and some examples of costs for air travel, hotel accommodations, convention registration and post-convention tours was mailed to member newspapers and others in early October. A second mailing of the brochure is now being made.

It is recommended that member newspapers make their hotel reservations through the ANPA Housing Bureau c/o GTU, even though they may elect to book their air reservations through a local travel agency. However, flight schedules may be scarce through a local agency, and there will be a modest service charge for non-GTU bookings.

Those who elect to use a local agency for air travel should still make their hotel reservations through the ANPA Housing Bureau c/o GTU which has blocked off rooms for the convention at these hotels:

- Sheraton Waikiki (Convention Headquarters)
- Royal Hawaiian
- Hyatt Regency Waikiki
- Surfrider
- Kahala Hilton

Under the arrangement with GTU as the official ANPA Convention Housing

Bureau, the travel firm will provide most of the clerical personnel for such functions as housing and registration, which otherwise would have to be provided by ANPA personnel. This will keep convention administrative costs to the minimum.

To compensate for the 35-person housing/convention support in Honolulu which GTU is providing ANPA, a $25-per-person charge will apply to those who arrange with GTU for hotel accommodations *only*. Those who arrange both air travel *and* hotel accommodations through this travel agency will not be subject to this charge.

The convention program is now being developed in cooperation with the Associated Press, United Press International and others. It will focus on worldwide issues and world personalities and will highlight the vital issues of our times including the economy, energy, politics and the press. □

New members

Newspapers elected to ANPA membership:

verde independent

Cottonwood, Ariz. (circulation 5,710), David D. Holland, publisher.

DESERT DISPATCH

Barstow, Calif. (circulation 7,555), Abe R. Sanchez, general manager.

Cañon City Daily Record

Canon City, Colo. (circulation 6,704), Doug Miles, general manager. The addition of this new member gives Lehman Newspapers 100-percent membership in ANPA.

ATCHISON DAILY GLOBE

Atchison, Kan. (circulation 6,784), Daryl Henning, publisher.

THE ÆGIS

Bel Air, Md. (circulation 26,000), Anne W. Worthington, co-publisher.

Equipment for sale

Complete Addressograph Speedaumat addressing system including files, Graphotype and two addressing machines, bargain priced, will sell separately or as a whole. Also, one Cutler-Hammer 16-foot conveyor elevator with eight-foot conveyor, used to carry papers from the press to circulation department on the floor above. One Powermaster air-operated ink pump, drum type, $150. One KDF belt-type turn conveyor, $750. Contact Duane Uhls, circulation director, The Greeneville Sun, Box 108, Greeneville, Tenn. 37743; (615) 638-4181.

Compugraphic Autotape, like new, serial no. 3133, with spare parts; best offer. Contact M. R. Graham, publisher, Devils Lake Daily Journal, Devils Lake, N.D. 58301.

Modems: Omnitec Data model 9113BD with auto ans., model 401C acoustic coupler, 300 baud, built-in DAA, both used one year, best offer. Contact George Carvill, assistant editor, The Brattleboro Reformer, Brattleboro, Vt. 05301; (802) 254-2311.

Computape I, in very good condition (new April 1975), includes variety of fonts and set gears; best offer. Contact Patti Hartranft, production manager, The Daily Collegian, 126 Carnegie Building, University Park, Pa. 16802; (814) 865-2533.

CSI class/set classified system, complete with pacesetter interface and Digital PDP8-E computer. Also, Digital PDP8-E 32K computer with four RK05J disk drives and DEC tape unit, two years old and maintained by Digital, used as business system, available immediately. Contact James Collins, business manager, Quincy Herald-Whig, Quincy, Ill. 62301; (217) 223-5100.

One Hendrix 5200 VDT terminal; new tube and some spare parts. Also, two Mohawk Data model 4320C 300 LPM line printers; spare cards and parts. Two Digital PDP 8/I computers; one with four TU55 tape transports; one with 5 TU55 tape transports; both have DF32 disks and ASR35 consoles, readers and punch. Four six level Brpe punches, with spare parts. One Fairchild perforator, model 214, with spare parts. One Graphic Arts Corp. OCR teleprinter and table. All in good working condition. Contact William A. Heider Sr., production manager, Times Publishing Co., 205 W. 12th St., Erie, Pa. 16534; (814) 456-8531.

Thirty-two foot roller-top conveyor (18-inch width) with 23-inch width stainless steel work aprons, both sides; two-speed drive; good operating condition, available immediately. Contact Dale Erickson, The Mail Tribune, P.O. Box 1108, Medford, Ore. 97501; (503) 776-4450.

Salvage rewinder: Up to 40-inch diameter rolls, 1.5 hp motor with reduction gear, variable speed, 220 single-phase electrics needed to power; unsure of its age, and it needs a little work, but the motor runs fine, and it's currently in use; web tension is controlled by hand brake. Two shafts included, $3,000. Contact Don Coulter or Ben Myers at The Lapeer County Press, Lapeer, Mich. 48446; (313) 664-0811.

1977 Computype front end system including Compustor, 10 Compuedit terminals, formatable; two four-way multiplexers; two four-way switch boxes; one extel printer; two model 34 punches; one Decitek model 150 tape reader; one model 140 interface for Compugraphic Universal; one Sola sola-matic voltage regulator; varying lengths of cable; spare boards for Compuedits and Compustor; $45,000. Also, two Compuscan Alpha scanners, top condition, $18,000 and $22,000. Contact Cecil Bailey or Bill Northrop, Observer-Reporter, 122 S. Main St., Washington, Pa. 15301; (412) 222-2200.

One Harris (formerly Computype) Ministor front-end system, two discs, complete set of spare boards, $8,500. Contact Peter DeRose, Daily Hampshire Gazette, P.O. Box 299, Northampton, Mass. 01060; (413) 584-5000.

Napp equipment: Single Plate Manual System; two vacuum printers, 115 V, single phase 50 amp, 60 cycle, serial no. 1134-1141; two washout units, 208-220 V, 40 amp, single phase, 60 cycle, serial no. 2158-2180; two curing ovens, 208-240 V, 20 amp, single phase, 60 cycle, serial no. 3170-3190; two exposure units, 208 V, 30 amp, single phase, 60 cycle, serial no. 3011-3049.

Spare parts: one Ashcroft Gauge No. 1000; one Model No. 55-6 amp meter exposure unit; one pressure control gauge, SAC 10Z, no. 8055, washout unit; two timers for washout units; one type 425 BXY relay; one vacuum pump for printing frame; one transformer for curing oven, NS 100 A035; two 21-inch curing oven lamps, IVS 3000 A031; two black ray ultraviolet light meters.

Beech equipment: one plate bender; one plate punch—holes lined to fit saddles on press; one plate trimmer; all set up to accommodate saddles; 64 single-plate saddles, 16 double-plate saddles, four spares. Contact Matthew F. Carney Jr., general manager, Register Publications Co., Danville, Va. 24541.

Two Napp platemaking systems, four years old. Two Napp News Printers II, expose 1 to 2 plates at a time and up to 70 plates per hour, per machine; light source mercury-vapor ultra violet. Two Napp Tasope satellite plate processors; manuals and booklets included; supply of Napp Photo-Polymer plates available. Also, stereo equipment: two Hoe mat rollers; six Sta-Hi curve scorchers; two Sta-Hi flat-base shavers; one Sta-Hi flat mat scorcher; two Carlson flat plate routers; two Hammond job pots (800 pounds); one Kemp 20-ton pot; one Kemp 10-ton pot; three Supermatics; one Sta-Hi twin curve plate router; two pot conveyors; three end conveyors. Any offer considered. Contact Ed Willett, Production Department, Newsday, Long Island, N.Y. 11747; (516) 454-2258.

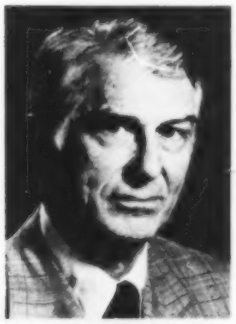
One Mueller inserter, model 227, serial no. 118279, three into one, excellent condition; one Saxmayer bundle tier model CF 43, serial no. 113, left hand feed. Contact Bob Meyer, general foreman/Mailroom, The Record, Hackensack, N.J. 07602; (210) 646-4176.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

speeches

Lee Hills

John B. Lake



Steed Rollins

Louis D. Boccardi

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **Group Ownership: What's In Its Favor?** Allen H. Neuharth, chairman and president, ANPA, and chairman and president, Gannett Co. Inc. Annual General Assembly of Inter American Press Association, Toronto, Oct. 18.
- **Challenges to the Free Press in the Decade Ahead.** Lee Hills, editorial chairman, Knight-Ridder Newspapers. IAPA General Assembly, Oct. 17.
- **First Amendment Freedoms.** Allen H. Neuharth, Joint Conference of Religion and Press on First Amendment Concerns, New York City, Oct. 30.
- **The ANPA and You in the 80s.** Donald N. Soldwedel, ANPA director, and president, Western Newspapers Inc., Yuma, Ariz. New Mexico Press Association meeting, Farmington, N.M., Oct. 12.
- **News and the Third World—How Can We Improve the Flow?** Harold W. Andersen, president, Omaha (Neb.) World-Herald; chairman, World Press Freedom Committee, and president, International Federation of Newspaper Publishers (FIEJ). Third Annual Third World Conference, Omaha, Oct. 25.
- **Changing Newspaper Markets.** John B. Lake, publisher and executive vice president, St. Petersburg (Fla.) Times and Evening Independent. FIEJ Management and Marketing Symposium, Monte Carlo, Monaco, Oct. 25.
- **Newsprint Outlook.** William Metzfield, president, Empire Newspaper Supply Corp., Rochester, N.Y. New England Daily Newspaper Association, Boston, Oct. 19.
- **SNPA President's Report.** Steed Rollins, president, Durham (N.C.) Herald/Sun, and president, Southern Newspaper Publishers Association. SNPA Convention, Boca Raton, Fla., Nov. 12.
- **Remarks on Press Reactions to Recent Court Decisions.** U.S. Supreme Court Associate Justice William J. Brennan Jr. Dedication of Samuel I. Newhouse Law Center, Rutgers University, Newark, N.J., Oct. 17.
- **The Press and the Courts; Freedom and Constraints.** Judge Harold Leventhal, U.S. Court of Appeals for the District of Columbia. Associated Press Managing Editors Convention, Tulsa, Okla., Oct. 16.
- **Journalism in the Decade Ahead.** Louis D. Boccardi, executive editor, Associated Press. Oregon-Washington annual meeting of AP members, Eugene, Ore., Sept. 23.
- **Circulation in the Next Decade.** Robert A. Macklin, general manager, International Circulation Managers Association. Donrey Circulation Seminar, Lake Tahoe, Nev., Aug. 18.
- **New Technology and the Merging Media—A Time for Imagination.** Charles D. Ferris, chairman, Federal Communications Commission. Audit Bureau of Circulations Annual Meeting, New Orleans, Nov. 7.

ANPA calendar

December

ANPA/ABA Task Force meeting
Kadison, Pfaelzer, Woodward, Quinn and Rossi, Los Angeles, Dec. 1

ANPA/Newspaper Personnel Relations Association/ International Circulation Managers Association/International Newspaper Promotion Association Circulation Managers Workshop
Water Tower Hyatt House, Chicago, Dec. 3-5

ANPA Editorial Advisory Committee meeting
Capital Hilton Hotel, Washington, Dec. 4

ANPA Board of Directors meeting
Capital Hilton Hotel, Washington, Dec. 5-6

ANPA Foundation Trustees meeting
Capital Hilton Hotel, Washington, Dec. 6

January

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Jan. 7-11

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Jan. 7-11

ANPA Newsprint Committee meeting
Hotel Washington, Washington, Jan. 11

ANPA Laboratory Committee meeting
Hilton Inn, Clearwater Beach, Fla., Jan. 15-17

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Jan. 21-25

ANPA Production Management Committee meeting
ANPA Research Institute, Easton, Pa., Jan. 22-23

ANPA Postal Committee meeting
The Newspaper Center, Reston, Va., Jan. 24

February

ANPA Board of Directors meeting
Dorado Beach Hotel, Dorado Beach, Puerto Rico, Feb. 4-6

ANPA Labor and Personnel Relations Conference
Dodgertown Conference Center, Vero Beach, Fla., Feb. 4-6

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Feb. 4-8

ANPA Management Development Workshop
Water Tower Hyatt House, Chicago, Feb. 11-15

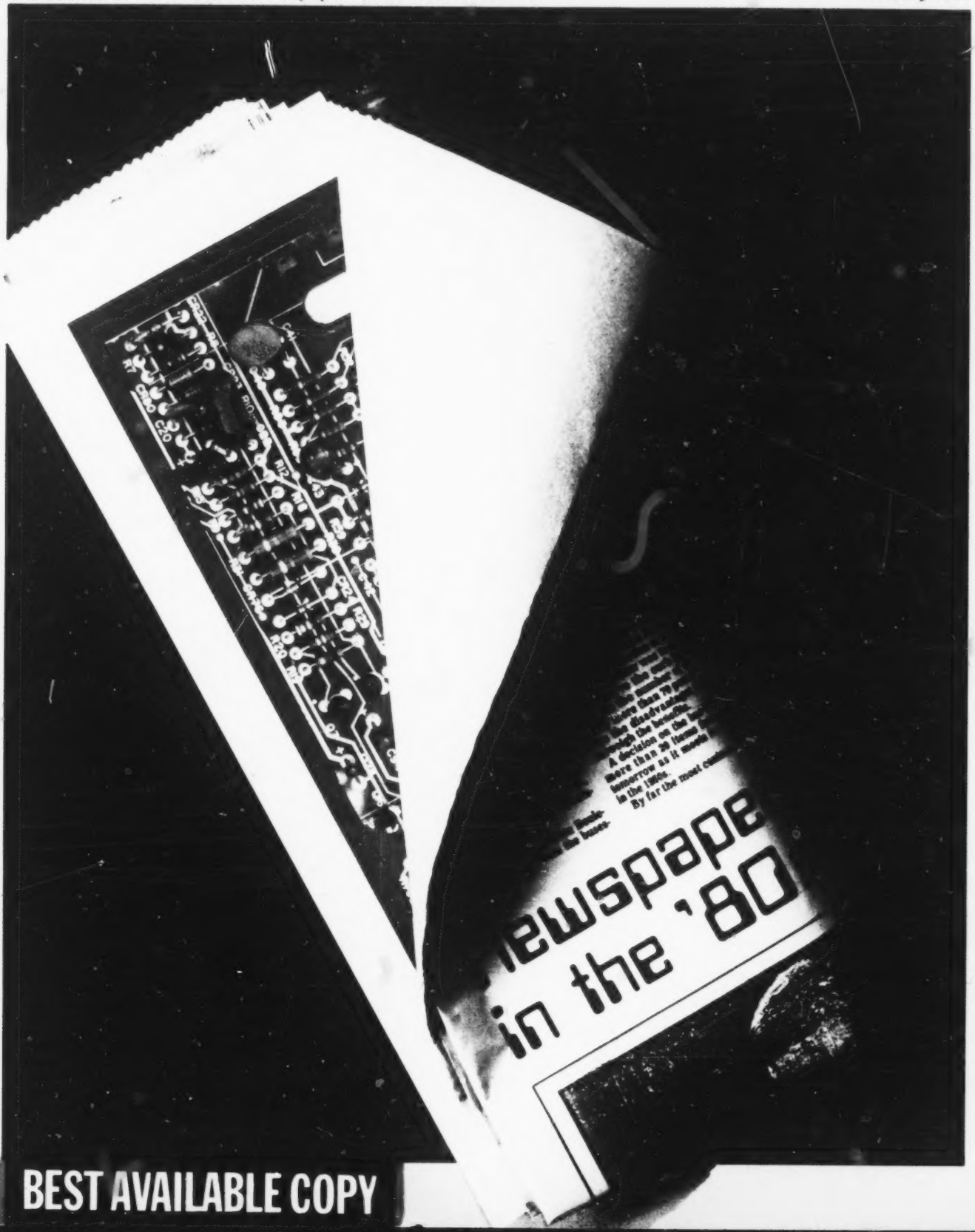
ANPA Key Executive Seminar
Royal Orleans Hotel, New Orleans, Feb. 25-29

Jeanne Long
Congressional Inform. Serv.
7101 Wisconsin Ave.
Washington, DC
20014

presstime

The Journal of the American Newspaper Publishers Association

January 1980



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chairman's corner

Opportunities for newspapers will abound in Exciting '80s

As we enter the Exciting '80s, a new decade of challenge and opportunity for newspaper people, these trends seem clear:

Allen H. Neuharth

- There will be more diversity of news and views than ever, and more competition too.
- There will be more leisure time than ever for our audiences, and the interests of those audiences will be more specialized.
- There will be more new technology, which will give us the means to better fill the needs of those audiences.

The 1980s will bring more choices than ever for the reader, the viewer and the listener. There will be more large and small newspapers, more magazines, more television stations, more radio stations.

Audiences will become more fragmented, as cable television, pay television, video disks, teletext and other new media forms either enter the marketplace or continue to grow within it.

Newspapers will be able to take advantage of new technology to give their readers and advertisers more timely and more useful products than ever before.

Satellites will bring up-to-the-minute news and advertising information directly to newspaper plants. The continuing revolution in newspaper production will make it possible to compose whole pages on computer screens. Editors will be able to custom-edit newspapers or selected pages or sections for the interests of special groups of readers.

These changes in the '80s will by no means spell the end of newspapers as we know them. The changes in the media generally do mean that newspapers will have to continue to evolve and change in order to prosper.

This era of change will benefit the general public most if the government stays out of the marketplace and diversity and competition continue to produce the world's greatest flow of information for all Americans.

The Exciting '80s are our opportunity, not just to survive, but to produce newspapers which are stronger in every way—in service to readers and advertisers, to our communities, our states and our nation.

I'm confident the members of ANPA will lead the way for the media, professionally and patriotically, in the Exciting '80s.

Al Neuharth

Allen H. Neuharth
Chairman and President

ANPA

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presstime*

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On newsprint testing

In the November issue of **presstime** an article by Joe Golant entitled "ANPA/RI Monitors Newsprint Quality" stated that the Larocque printability test "was found to be the most objective measure of newsprint's receptivity to ink, and it most closely correlated with human judgment of printing quality." This has not been our experience, nor do I believe this statement is historically correct.

In the 1950s and early sixties when stereo letterpress was king, the NPIRI wedge test and the Finnish E test were found to be the objective measures which best agreed with subjective ranking of print quality. Since then, several reliable measures of letterpress print quality have become popular (e.g., the GFL-SCAN Standard Test, and the Prufbau Test). These tests are more reproducible than the older Larocque test because they employ impervious inking rollers, and allow printing speed and pressure to be accurately controlled.

As part of our print quality research at PPRIC we have been conducting commercial trials at large daily newspapers. Our correlation studies between subjectively judged print quality and objective tests show that the Larocque test *does* relate well to perceived nonuniformity in letterpress printing. Of course, it is not a measure of other important letterpress print quality factors such as show through and halftone image sharpness.

The shift to offset printing should also be considered. We have found that there is no significant correlation at all between subjectively judged offset print quality and the Larocque test—even on the broadest possible range of newsprint qualities. This is not surprising since the Larocque test is sensitive mainly to print mottle—which is virtually absent in offset prints.

M. Bruce Lyne
Head, Print Group
Pulp and Paper Research
Institute of Canada
Pointe Claire, Quebec

(Editor's note: The Larocque printability test has been the subject of controversy among paper experts for many years. In the hope of developing a better, more positive test for printability evaluation, the ANPA Research Institute is working cooperatively with PPRIC. Until a definitive new test procedure is established and confirmed, ANPA plans to continue with the Larocque printability test which, to date, continues to provide information of value.)

The P.M. to A.M. Fray

I would like to leap into the fray, which I'm sure will be generated by your special report on P.M. to A.M. conversions [**presstime**, December, pages 6-12], with three comments.

First of all, your chart of conversions would have been much more meaningful if it had listed circulation prior to, and after, the switch.

Secondly, it seems to me that a major factor in the work force situation has been gratuitously overlooked by the media researchers. Not one of them mentioned that today's households quite often contain a working couple, each of whom has to dash off, white collar or not, giving neither time to read a morning newspaper. Also children in the household, who have to be gotten off to school, lessen any reading time considerably for the working mother.

Thirdly, are we not selling short by lamely giving way to television? Not everyone looks at TV in the afternoon/evening; some even look at it in the mornings! The convenience and completeness of the afternoon newspaper are strongly in its favor. The first, of course, must be stressed so that all departments of the newspaper get it out on time; the second means that editors have got to work a little bit harder and brighter. After all, aren't we the ones who keep saying what's wrong with competition?

Judith W. Brown, editor and publisher
The Herald
New Britain, Conn.

. . . I have read the special report . . . on "P.M. to A.M.: Is a Trend Building?" My congratulations . . . for a fine analysis of the subject. . . . My appreciation for quoting me exactly right, with the right language in the right context.

Joe Belden, president
Belden Associates
Dallas, Texas

Using presstime

. . . I am impressed by **presstime.** So are members of my staff who have seen it. . . . One of our professors, appearing before a group of Colorado editors, has already used material from **presstime** to make a point regarding layouts, etc.

Neale Copple, dean
School of Journalism
University of Nebraska, Lincoln

Correction

The **presstime** article about United Press International which appeared on page 23 of the November edition was inaccurate. Following is the corrected version:

United Press International, which had a $2.5-million deficit in 1978, has mailed a private placement memorandum to about 150 U.S. publishers and broadcasters inviting them to invest in the privately held news agency.

UPI, owned 95 percent by The E. W. Scripps Co. and 5 percent by Hearst Corp., has proposed selling 90 percent of a limited partnership to be formed in which 45 units of 2 percent each will be offered at $180,000. Each investor would be limited to a maximum of 5 units, or 10 percent of UPI. The offering will continue until the end of December.

Under the proposed arrangement UPI Inc., would become general partner of a new company, United Press International Ltd., with a 10 percent ownership. The limited partners would contribute a total of about $4.5 million initially in working capital and would have veto power over capital expenditures, budget and senior management changes.

Introduction to the '80s

Throughout this **presstime** edition you will find observations and prognostications about what the decade of the '80s may or may not hold for those of us in the newspaper business.

We know, at least, that by 1985 there will be another 10-12 million North Americans out there who will need information media they can *use* to help them cope with an increasingly complex world and an increasingly challenging lifestyle. And ANPA's leaders are confident that in working to provide that useful transfer of information—with the perspective that print alone can bring—the need for effective Association programs and participation will continue. More than 300 daily and non-daily newspapers joined ANPA last decade, and we are planning our work and facilities so that we can serve an even greater number of new newspaper members during the '80s.

You'll find in the following pages thoughts about the environment and the technology and, most importantly, the people, in our business' future; and about trends toward greater specialization, toward greater reader/advertiser feedback, and toward greater fuzziness of media boundaries.

But, given all that, it is necessary for us to bear in mind that the free press of the free societies in North America is unique today just as it was a decade ago, and before. Yes, there were traditions from Europe, but the free-press concept flowered only when this continent was settled; it wasn't handed down or inherited full born. It was deliberately structured in the spirit of independence as absolutely crucial to the preservation of free societies.

And in a time when unrest, tyranny and excess smolder and flash on other sides of the globe, we can be certain that the battle for freedom will go on throughout the '80s, and that it must be fought with truth tipping our lances.

Thomas Jefferson said it well:

"If a nation expects to be both ignorant and free,
it expects what never was and never will be."

That's what the '80s are about.

Jerry W. Friedheim
Executive Vice President
General Manager

The '80s: An overview

By Benjamin M. Compaine

The 1980s will present newspaper executives with threats and opportunities. What this means is that while newspapers face challenges, early recognition of what they are and how they can be planned for may change the threat into profitable opportunity.

First, the bad news. The '80s will bring publishers face to face with new types of competitors, besides other newspapers and shoppers. None of these competitors alone will replace the daily newspaper. But they will start to muscle in on the advertising and customer territory of newspapers.

Most immediately and importantly, this involves the cable business. After many years of falling short of expectations, the cable industry is finally on the threshold of the mass audience it needs to start attracting national and local advertisers.

In some communities, local cable channels already are running local advertisements. The total amounts are small now, but increased penetration and higher audience ratings will make cable television more attractive to advertisers. It will be wishful thinking to discount some well-bankrolled ventures as Ted Turner's all-news cable network, as well as sports programming and other special interest networks, such as Madison Square Garden Sports, to draw audiences.

There is much talk and growing experimentation with various interactive video screen-based information systems that fall under the generic term of "viewdata." Warner's Qube is a limited initiation into this world. Unlike teletext, which is broadcast and has limited information content capacity, viewdata systems are a merging of computers, telephone or cable lines and the television set.

Although it is unlikely that viewdata will replace the newspaper, its strength is in being able to store much more data and send it out to those who request specific pieces of it. This is perfect for classified advertising, which today is highly profitable for newspapers. But it must be printed on increasingly high-priced newsprint, yet its content is sought after by only a small fraction of the readership on any given day.

Video cassette and video disk machines, neither of which has proven itself in the marketplace as yet, nonetheless can be expected to add further to the choices of media consumers. Their widespread dissemination, along with many-channeled cable TV, will have a greater direct effect on network-type broadcast television audiences than on newspaper readership; a TV set playing back last week's "Saturday Night Live" or a Julia Child cooking demonstration cannot also be tuned to "Laverne and Shirley." Nonetheless, it is a further diversion of leisure time, which may make the newspaper less attractive to some additional fraction of the population.

More bad news, of course, involves newsprint. Newsprint manufacturing is one of the most energy-intensive industries, which means that even if labor and pulp prices were stable, the price would increase. There are less obvious costs as well. Despite the reduction in the weight of the newsprint that most publishers use, the heftier size of newspapers today compared to 1950 (an average of 60 pages vs. 34 pages) means that delivery trucks can hold fewer papers and may be carrying more weight, thus using more energy themselves.

Enough of the bad news. But before analyzing the good news—the opportunities—it would be useful to reflect for a minute on the nature of this institution called the newspaper business.

The most important answer here must come to the question: "What is a newspaper?"

- Is it a format called "ink on newsprint?"
- Is it a delivery method of private carriers and newsstands?
- Is it a package of information?

Compaine is executive director, media and allied arenas, of the Program on Information Resources Policy at Harvard University. He is author of Future Directions of the Newspaper Industry: The 1980s and Beyond *and co-author of* Who Owns the Media: Concentration of Ownership in the Mass Communications Industry. *He has based this article on remarks he made recently before the New England Daily Newspaper Association.*

An argument could be made for all three, but it is most usefully viewed as a package of information. It is best not defined as an ink on newsprint format because that is largely a factor of history and available technology. For example, the reason that the newspaper has been printed on broad sheets, while books and magazines are much smaller, dates back to the taxation practices in England in the late 18th and early 19th centuries. Taxes were based on the number of pages; the larger the page, the lower the tax for a given amount of information. It was simply cheaper to put things on larger pages, and presses were made to accommodate this. So there is nothing sacred about the newspaper format.

The delivery method for newspapers —as we all know—is perhaps the weak link in the business. While computers have modernized activities in production and in the business office, and where offset presses and lightweight plates have improved the printing process, it still requires an army of 1.5 million individuals in the United States—a work force increasingly hard to find and keep—to haul and throw the finished product onto the customer's doorstep. No wonder that the dream of a facsimile newspaper transmitted from plant to home has been so hard to put to death since its feasibility was demonstrated in the 1930s.

The newspaper, then, is essentially an information package, one that just happens to be printed on newsprint for now and is manually delivered.

Over its 300-year history, the newspaper has developed by adding material to itself. Each time it sought to acquire a new group of readers or to expand into a new territory for distribution, it added to the package. Each innovation in information gathering, from the telegraph to the Teleram terminal, has meant the addition of new sections—and advertising, of course. A few components have been lost, such as serial fiction and some trade and shipping news, but overall the newspaper has grown into a hodgepodge of something for everyone.

It has been estimated that the average reader looks at 10 percent of the total material that is in the newspaper, and that only 10 percent of the editorial material that is available on a given day is published.

Thus, the newspaper wastes most of the material it collects, then consumers waste most of the material which is printed and delivered. It should be no surprise, therefore, that some forward-looking publishers are seeking some technological breakthrough which might give the daily newspaper a wholly new format and with it new content.

Here, then, the promised good news. First, the newspaper itself is strong and has a bright future. It has many intrinsic characteristics, and its use is so ingrained in our psychological makeup that it will continue to have a firm place in the media mix during our working lifetimes.

But for newspapers, the best news may be that the threats posed under the heading of "bad news" should signal opportunities to build on their present base as collectors and disseminators of information. And the same technology of computers and telecommunications that has helped rescue newspapers from the low point of the antiquated 1960s and early 1970s can provide additional benefits through the 1980s.

Consider: What is the attraction of businesses and professions of systems such as Mead Data Central's Lexis, The New York Times Information Bank or the countless other electronic data bases? It is the ability of an individual to get to a specific piece of information quickly, get it from the place where it is stored at low cost until called forth. This is the ultimate in specialized and individualized information—just the opposite of the mass-manufactured product that is a traditional newspaper or the fare of broadcast television.

Radio has transformed itself since 1950 from a mass medium into a relatively specialized medium by seeking out programming segments. Magazines, even such mass circulation publications as TV Guide, not to mention more esoteric titles such as Wilderness Camping, have thrived by catering to a particular editorial niche and in many cases by offering advertisers well-defined audiences.

This is not to suggest that print newspapers turn themselves into electronic viewdata systems. Remember, print is alive and healthy. Moreover, no one has yet demonstrated an acceptable way in which a widespread viewdata system would be financed. Nor does the technology lend itself to display advertising. Nor does it overcome the browsing, clipping and portability features of the printed newspaper.

The newspaper wastes most of the material it collects, then consumers waste most of the material which is printed and delivered. It should be no surprise, therefore, that some forward-looking publishers are seeking . . . a wholly new format and with it new content.

Nonetheless, there are opportunities. The key is the computer.

In general, the print portion of the newspaper by 1990 will likely be thinner and more specialized than today's paper.

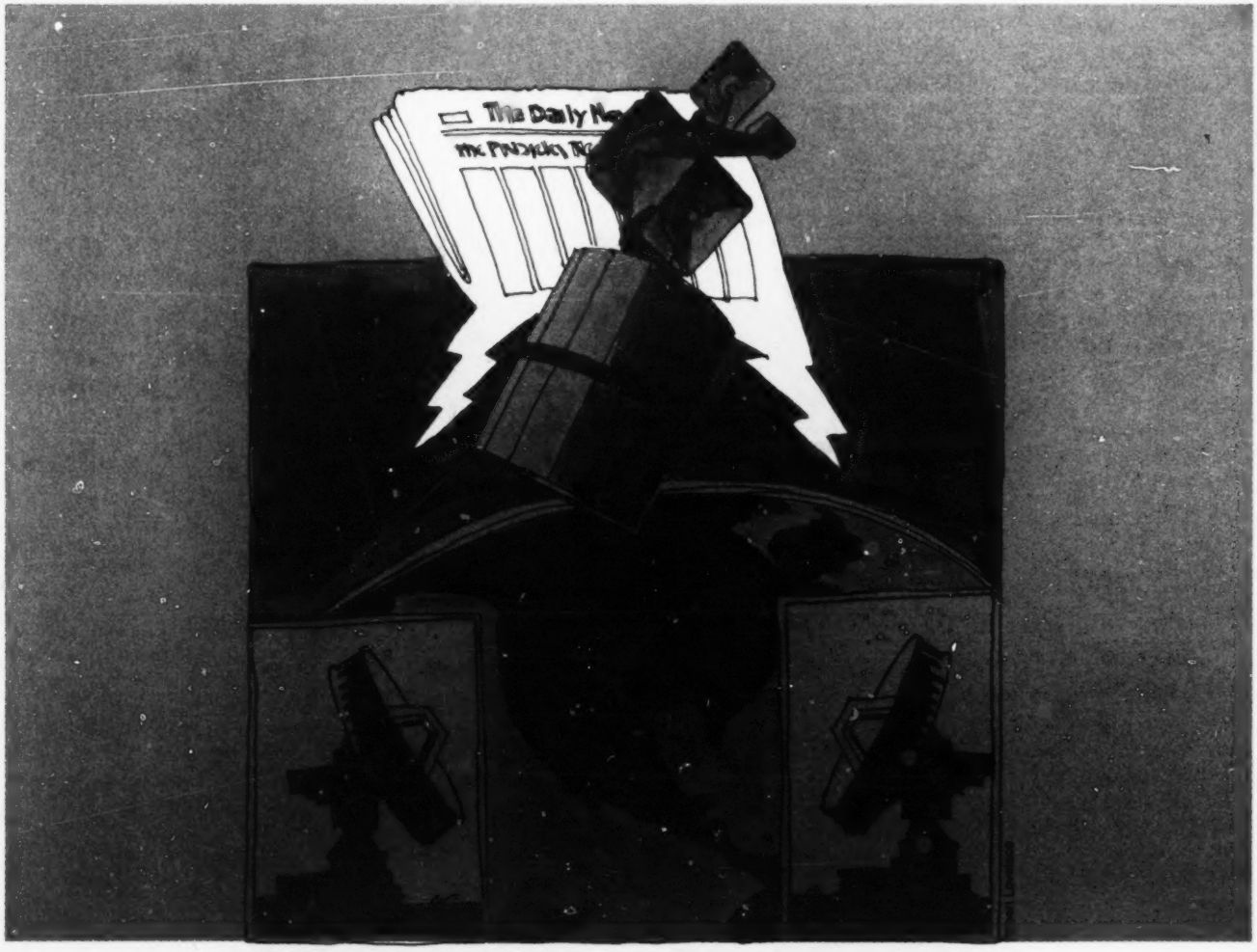
Thinner because the most logical part of the paper to be replaced by electronic transmission to the home will be the classified ads. More than any part of the newspaper, these lend themselves to an interactive arrangement with the consumer. Instead of printing all these ads, they can be stored for recall by subscribers. This system may also allow executives to report back to advertisers how many times their ads were viewed. No doubt the cable companies are looking at this venture as a source of future revenue, but newspapers should do it first and better. Similarly, the stock tables can be omitted, to be provided instead by an on demand request to the consumer's video screen from the newspaper's computer—perhaps at a slight additional charge.

Second, newspapers can become more specialized than they now are. Zoning has produced primitive forms of specialization in the larger markets. But a breakthrough in plateless printing—which is not expected before the end of the '80s—will provide the opportunity for the ultimate marriage of the computer and the press to produce editorial and advertising packages that more closely follow the interests of more discrete segments of the population. Thus, people who never read the obit page or who wish expanded sports coverage may be offered editions with such features added or deleted.

Third, newspaper executives must be alert to developments in related areas of technology, such as fiber optics, with its vast transmission capabilities. Tune into what the telephone companies are doing: They're already offering weather, time, dial-a-joke or dial-a-sports-score in some communities. They are offering a vast new array of gee-whiz switching services. Some would like to add more information services, and it is not all that clear that the direction of law and government policy will prevent them from doing it in one form or another. Keep watching computer costs, especially the cost of memory, for the long-term economic viability of viewdata type offerings will depend largely on the cost of computer storage as well as telephone company transmission costs. Track the rapid development in satellite communications and earth stations.

Most important, however, is to keep in mind what is a newspaper: a collector and disseminator of information. One exercise is to stop using the phrase "newspaper" and think of the business in information terms. That may help prepare the newspaper business to recognize the competition in the long run. Today newspaper executives may have to worry about a "shopper" invading a market. But in fighting that fire, it would be myopic to lose sight of the less-obvious competitors, which today may be known as banks, computer companies and catalog mail-order firms—or other creatures for which there is as yet no name.

The newspaper is part of an exciting business, and the 1980s should be every bit as fast-paced as the '70s. Newspaper executives should take advantage of the possibilities. □



The '80s: World press

By Martin Casey

In the decade of the 1970s, the growing number of "nonaligned" and "developing" nations found they could be a powerful influence in world affairs, not only because of their numbers but also because many of them possess important natural resources.

In the 1980s, these countries will cause increased difficulties for the gathering and distribution of news unfettered by governmental controls. The efforts of Third World representatives seeking a "new economic order" and a "new world information order," tentative during the last half of the '70s, can be expected in the '80s to become more concerted and apparent.

U.S. government policy in international forums thus far has worked effectively in defense of free-press principles, and the United States has been ably assisted by other Free World nations.

But two factors portend the difficulties faced by the press of the Free World over the next decade:

First, in international forums where each nation has one vote, the nonaligned nations are able to form the largest voting bloc. Of the 152 member nations of the United Nations, just over half are members of the "Group of 77" which purports to speak for the Third World.

Second, free countries in this world are in the distinct minority. Freedom House counts only 51 nations in the world in which citizens are "free," compared with 55 "not free" and another 55 "partly free." Few of the "free" nations are in the developing world. Among the "partly free" nations, most regulate the press in substantial ways.

Harold W. Andersen, president of the International Federation of Newspaper Publishers, chairman of the World Press Freedom Committee and a past chairman and president of ANPA, foresees this prospect for the '80s and beyond: "A never-ending controversy between the minority of countries which believe in press freedom and the majority which regard the news media as propagandists for the authoritarian government in power."

Andersen, president of the Omaha (Neb.) World-Herald, thinks the philosophical gap between free-press and controlled-press nations is too wide to be closed.

"But we can try to cool the rhetoric and build bridges—working agreements which help Third World countries develop their communications capabilities and encourage the free-flow of news across national boundaries," he says.

There have been some recent developments which support Andersen's prediction of "never-ending controversy." For example:

- UNESCO's International Commission for the Study of Communications Problems concluded its two-year study, and its findings—to be released officially in March—reportedly call for new efforts toward establishing "a new world information order." At the same time, the report urges greater access to information and condemns censorship. The report promises to be the centerpiece of the 21st UNESCO General Conference in Belgrade this fall.
- The United Nations adopted by consensus a resolution instructing one of its standing committees to monitor world communications issues and to seek a "more just" and "better balanced" flow of information. Previously, the committee had authority only to review UN public-information activities. Five weeks of negotiations by U.S. and other representatives resulted in deletion of language which had appeared to condone censorship.
- Resolutions passed at the nonaligned summit in Havana last September lent renewed support toward efforts to change current international information patterns.

In the international arena of the '80s, then, it appears that many developing nations will be vociferously seeking ways to gain more favorable news coverage for themselves. Consistent with their own leanings toward greater government regulation of press activities in their own nations, they appear bent on achieving international regulation of press content. □

Casey is ANPA manager/government affairs.

Calls to regulate news fail at WARC

By Joseph P. Rawley

Spared the disruptive rhetoric that many had forecast, the 1979 World Administrative Radio Conference in early December wrapped up its 10-week agenda of reviewing and modifying worldwide radio frequency allocations until the year 2000.

Some proposals were made calling for telecommunications policies that would restrict the flow of international news, but they were not widely supported by the 152 participating nations. There were preconference suggestions that time be set aside for an abstract discussion of the social, political and economic implications of telecommunications policy for developing nations [**presstime**, November, page 31]. Those discussions did not materialize.

In fact, the final decisions of the conference in Geneva may favor an expanded rather than a more restricted international news flow. This should result from the allocation of new radio frequencies to telecommunications services that ultimately will benefit both print and broadcast journalism.

The AM broadcast band in North and South America will be extended an additional 100 kHz, in stages beginning in 1987. The added band will allow for a large number of new domestic AM broadcasting stations.

Frequency provisions were made for a worldwide mobile service band to be used by transportable earth stations as electronic news gathering links up to orbiting communications satellites.

Agreements concerning the controversial 12-GHz band will permit an increase in the number of broadcast (direct-to-home) and fixed satellites to be used in that band. The cost and flexibility of future U.S. domestic point-to-point telecommunications are related to the availability of frequencies in the fixed service bands.

No regulations were adopted at WARC that could be used to restrict the program content of international (shortwave) broadcasting. Some proposals, which received little support, implied a right of governments to regulate the program material that could be received by its citizens from other nations.

From the viewpoint of free press interests in a broad sense, however, there were some disappointments at WARC.

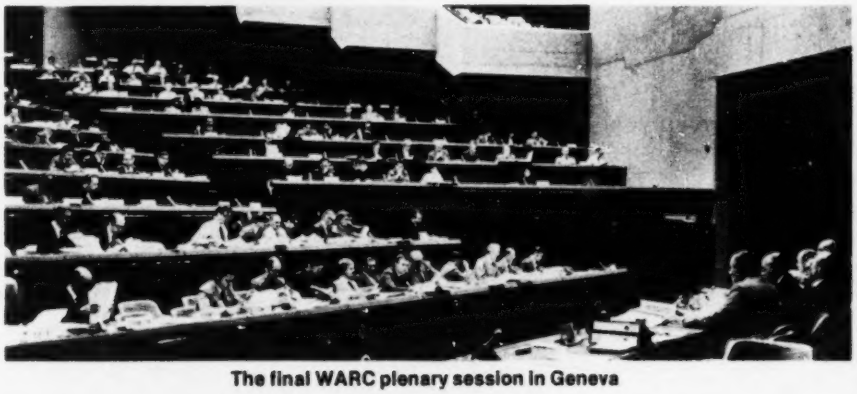
The United States was not able to get allocations at all desired frequencies that would allow the introduction of large-scale, user-oriented satellite systems. Those systems would have permitted the use of new technology to provide two-way capability for electronic mail service, voice, facsimile and slow-scan television directly to large numbers of low-cost earth stations. Some of the services could have provided benefits to agencies involved in the gathering and distribution of news and information.

The United States failed to get all desired additional frequencies in the high frequency broadcasting (shortwave) bands. These bands are used, in part, by the Voice of America, Radio Free Europe and Radio Liberty.

U.S. delegation head Glen O. Robinson had confidently maintained from the beginning that UNESCO-related "new world information order" issues would not cloud or disrupt the work of the conference. Many U.S. observers in government, academic and independent consulting positions had disagreed with Robinson. Now those observers are speculating why hard-line proposals, advocating greater government control over international news flows and mass media, were not as widely supported as they had feared.

Several factors have been cited to explain the relative lack of ideological disputes at WARC. The permanent staff and officers of the sponsoring International Telecommunications Union—a UN agency—worked diligently behind the scenes to assure a productive conference free from disruptive influences. Third World delegates and representatives of newly established nations were technically well-prepared. There is a long-standing tradition of decision by consensus in the ITU forum. The U.S. delegation demonstrated flexibility and good faith in responding to the needs of developing nations. And the Western press community already had demonstrated that it would review its own international news-handling policies in response to criticism raised by developing nations at various UNESCO conferences.

The telecommunications structure of domestic and international news agencies is not likely to be altered soon as a direct result of WARC deliberations. On the other hand, frequency allocations made at the conference will make possible expanded and new satellite-based services that almost certainly will be used for press telecommunications. □



Larry Kramer

The final WARC plenary session in Geneva

Rawley, general manager of The High Point (N.C.) Enterprise, was ANPA's representative among the U.S. WARC delegation.

ANPA taps Timerman for Golden Pen

ANPA has nominated Jacobo Timerman, former publisher of La Opinion in Buenos Aires, Argentina, for the 1980 Golden Pen of Freedom given annually by FIEJ, the International Federation of Newspaper Publishers.

Timerman, an ardent Zionist who was expelled from Argentina in September, had been detained by the military junta since his arrest in April 1977. La Opinion had published accounts of persons who had disappeared and were believed being held incommunicado by the military government which replaced Isabel Peron in March 1976.

In October 1977, Timerman was cleared of charges that he had links with the Montonero urban guerrillas, but the junta continued holding him in jail. He later was transferred to house arrest.

The Argentine Supreme Court ruled twice that Timerman was being held illegally, and several groups, including FIEJ, tried to intervene on his behalf. When the junta expelled Timerman, it stripped him of his citizenship and property, including the newspaper and printing plant. The junta now publishes La Opinion; Timerman and his family live in exile in Israel.

The FIEJ executive committee will consider the nomination, approved by the ANPA Board of Directors Dec. 5, in Helsinki Jan. 21-23. The award will be presented at the FIEJ Congress in Israel in May.

In an article recently published in The New York Times, Timerman wrote about the future of the fight for human freedoms from the perspective of his own newly won freedom:

"Jail and torture weigh so heavily upon the life of a prisoner that it becomes difficult for him to conceive an idea of the world that goes beyond his daily sorrows. When these sorrows end, he believes an entire world has changed. That is not so. In my first conversations, I understood that very little had changed except that one political prisoner—just one—was now a free man. . . .

"Statistics keep the count of all those freed from jails throughout the world, but they do not keep count of all those—the majority—that survive, that find strength to keep from dying, as a result of the few news stories about the struggle for human rights. . . .

"Until now, the struggle for human rights has resulted from the solidarity expressed through innumerable institutions, individuals and just one Government, the United States'. Today, the overall threat against rights easily surpasses the threat that could emerge from just a single state. . . .

". . . today aggression against humanity is widespread, broken into tiny particles of infinite variations of aggression. As we enter the '80s, as we prepare to conclude this century, which saw the greatest, most beautiful, most original accomplishments of the spirit as well as the greatest horrors, it would appear that the final 20 years will be marked by horror. . . .

"What has been a feeling of solidarity should now be transformed into an ideology. What until now has been an endless sequence of isolated institutions should solidify into a worldwide movement for human rights. . . .

"Little news pierces the jail cell's darkness. But the news of this movement, of its ideology, *would* arrive." □

Reporter's jailing 'a grave injustice,' Pakistan is told

Following a unanimous vote by the Board of Directors Dec. 5, ANPA urged the Pakistani government to review and reverse the prison sentence of Salamat Ali, correspondent for the Far Eastern Economic Review, a Hong Kong-based weekly published by Dow Jones & Co. Inc. and South China Morning Post Ltd.

Ali was arrested Nov. 13 after writing an article published Oct. 19 about unrest in Baluchistan, a western province of Pakistan where secessionist feelings have been running high.

He was tried by a one-man military court on charges of promoting sectarian hatred and the dismemberment of Pakistan in violation of martial law regulations. And on Nov. 29, he was convicted and sentenced to one year at hard labor. A day earlier, the Pakistani government amended its martial law to allow arrest and imprisonment of journalists.

In a letter to Pakistani President Mohammed Zia Ul-Haq, ANPA Chairman Allen H. Neuharth called Ali's trial and conviction "a grave injustice, a sad disappointment and disillusionment for all friends of Pakistan and an affront to all journalists and all believers in journalistic integrity around the world." □

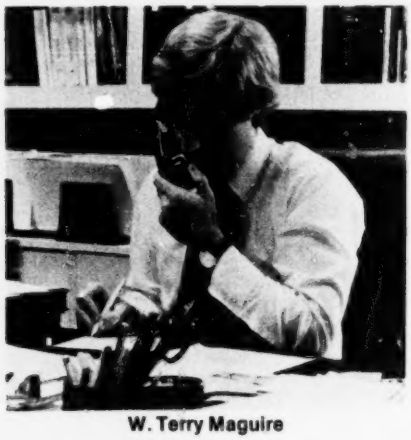
Dominica newspaper seeks replacements for equipment lost in Hurricane David

The New Chronicle, the only independent newspaper voice on the island of Dominica in the Caribbean, has appealed to the World Press Freedom Committee and the Inter American Press Association for assistance in the wake of last summer's devastating Hurricane David.

The New Chronicle needs the following equipment, or the equivalent, to replace that which was lost in the storm:

- Typesetting machine — Universal Compugraphic or IBM Composer
- Camera—Nu Arc
- Press—Heidelberg Kord 62 (plate size 21-5/8" x 25-5/8") and Hamada Star 700 (plate size 15-3/4" x 18-3/4")
- Scanner—Gestafax
- Plate maker—Nu Arc Flip Top
- Photocopier
- Electric Typewriter—IBM Correct Selectric 895
- Stripprinter
- Numbering and perforating machines
- Duplicating machine—Gestetner
- Cutter—Challenge Champion
- Drilling machine
- Press—plate size 10-3/4" x 18-5/8"

Tax-deductible contributions can be made through the WPFC, care of George Beebe, The Miami Herald, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401. □



W. Terry Maguire

The '80s: Government affairs

By W. Terry Maguire and Martin Casey

As newspaper executives move into the '80s, they can expect more governmental activities—on federal, state, local and even international levels—to affect their business and editorial decisions. Legislative, administrative and judicial bodies will be working to mesh conflicting societal pressures and promising new technology with legal precedent and constitutional principles.

The U.S. Supreme Court will continue its fundamental role of constitutional interpretation, but those interpretations may change as the make-up of the court itself changes. And in the '80s there is substantial prospect for wholesale change in the court's make-up as a majority of the nine justices are over 70, and some are not in the best of health.

In the 1980s federal and state courts likely will address significant press issues including access to news, libel and privacy, advertising regulation and perhaps important and novel questions about application of the First Amendment to new technology.

Throughout the judicial system, important questions may turn largely on the understanding judges have of the role of the media in a democratic society. The need for continuing communication between the press and the judiciary has never been more crucial.

ANPA Press/Bar Relations Committee Chairman Joe R. Seacrest of the Lincoln (Neb.) Journal-Star sees the need to make the '80s a decade of informal discussions and a "striving to better educate the bar and the press about one another's operation and role in society." In the years ahead, ANPA will continue to work closely with representatives of the American Bar Association on such matters.

Maguire is ANPA vice president/legal and government affairs; Casey is manager/government affairs.

But the judiciary should not claim the undivided attention of the press. The legislative and regulatory arenas also will be busy, with newspapers affected especially by governmental responses to issues involving:

- New communications technology
- Concentration of media ownership
- The economy, including problems aggravated by reduced energy supplies, wage and price restrictions, taxes, etc.

Newspapers, so far, have had little experience in applying traditional concepts of press freedom to the delivery of information into homes by electronic systems. The principal question now is to what extent will these systems be regulated by the Federal Communications Commission or other federal or state agencies.

As this decade dawns, the technical problems of providing new information-delivery systems into every home have largely been solved. The regulatory problems are just beginning to be addressed, and they may prove to be the greatest challenge.

As FCC Chairman Charles Ferris commented to the Federal Communications Bar Association Nov. 30:

> "We are entering an uncharted information age where old lines between traditional broadcast and common carrier services are gone. 'Newspapers' may soon be delivered between the lines of TV signals, or over telephone lines. What free speech rights attach to them? Should their rules parallel those of common carriers with rights of access and entry, but without content review; or of broadcasters, with fairness obligations; or should they be governed by the absence of regulation, like print? During the period of transition, in establishing a new policy framework for future industry patterns, we must face directly the First

> Amendment implications of the policy decisions we make for existing media."

In his conclusion, Ferris said, "If we can begin to reach the right results now, we will build the framework so that we can insure that these and other new services are provided with the chance to develop not on the broadcast model (of regulated activity)—but on the print model of unlimited speech rights, free of any government obligations or restraints."

Concerning the "media concentration" issue, some indication of the degree to which the government may involve itself could come in this opening month of the 1980s.

A Federal Trade Commission staff report on the issue, based on a symposium conducted in December 1978, goes to commissioners Jan. 10 [**presstime,** December, page 22]. This action is not expected to lead directly to rulemaking, but the FTC's attention is symptomatic of recent strong concern among some officeholders, both elected and appointed, and indeed among the public.

A House Small Business subcommittee plans to hold hearings on the subject, possibly this month. Last May, the Senate Select Committee on Small Business held similar hearings.

In addition, bills have surfaced in Congress which address the situation directly or indirectly. They would:

- Establish a "Competition Review Commission" to study competition in a number of businesses, including newspapers
- Limit mergers and acquisitions involving the nation's largest companies
- Help independent newspaper owners to meet their federal estate tax burden, an expense so hefty that it has been generally cited as a major reason many newspapers are sold rather than passed to heirs
- Authorize the Small Business Administration to make loans to newspapers.

John Shenefield, former assistant attorney general for the antitrust division and currently associate U.S. attorney general, has written that:

> "We are not yet prepared to conclude that legislation should be enacted in this extremely sensitive area. The matter is of enormous consequence, however, and merits serious attention from the legislative and executive branches. We expect to work with the Congress in surveying the complex issues in order to determine whether it is necessary to supplement the antitrust laws as they pertain to media concentration."

The impact on the newspaper business of general economic problems and the end of cheap and dependable energy supplies will constitute a third major effect of government activity in the 1980s.

As we enter the decade, we face increased government-mandated energy conservation programs, a growing prospect of gasoline rationing, and the possibility of mandatory wage and price controls.

President Carter will submit to Congress soon a new standby gasoline rationing plan. Like its predecessor which was rejected last spring, the new plan in draft contains no specific priority treatment for newspapers.

Newspaper executives can expect government-mandated conservation in the 1980s to range beyond gasoline to include electricity, natural gas, diesel fuel and heating oil.

Mandatory wage and price controls will become more attractive to government if economic improvement is not achieved soon.

The President has not had the authority to impose mandatory controls since 1974, but bills granting him that power are pending in Congress. Given the lackluster performance of the voluntary wage and price guidelines, pressure may build to pass the mandatory legislation. Once the President has the standby authority, continued economic problems may tempt him to use it.

The technical problems of providing new information-delivery systems into every home have largely been solved. The regulatory problems are just beginning to be addressed, and they may prove to be the greatest challenge.

Another key economic factor to consider is the tax structure. At present, there seems to be some momentum for tax-law changes to encourage investment and savings, and to ease the burden on business, especially small business. There is also attention being given to major changes in the tax system, possibly including partial substitution of a "value-added tax." The VAT is widely used in Europe, and most governments there have included partial exemptions for newspapers.

There will be many other governmental concerns for newspapers in the 1980s. And as communications issues extend beyond the established operational patterns which have worked for government in the past, the President and the Congress may be forced to develop more definitive policy statements in the communications field. The new National Telecommunications and Information Administration, for example, is planning to begin in 1981 a policy study of government itself as an information provider. There may be new initiatives from this or other federal agencies in a wide range of issues affecting newspapers.

That is why John M. Jones of the Greeneville (Tenn.) Sun, chairman of the ANPA Government Affairs Committee, sees a "continued need for vigilance on the part of newspaper publishers. Government in all its forms—and at every level—manifests an almost irrepressible urge to seek involvement in the operation of newspapers. These are forces that must be watched closely and kept in proper constitutional check." □

Five state courts limit *Gannett* ruling

By Kathleen Hunt Baird
presstime staff writer

While the media, the bar and others await the outcome of the Richmond, Va., case, which many hope will clarify the interpretation of the U.S. Supreme Court's decision in *Gannett v. DePasquale*, the highest courts in five states have made rulings which limit the application of *Gannett*.

Since that ruling, Arkansas, Minnesota, South Dakota, New Hampshire and, most recently, New York have issued opinions favoring public and press access to pretrial and trial proceedings in state cases.

New York's highest court ruled unanimously in *Westchester Rockland* (N.Y.) *Newspapers Inc. v. Leggett* that mental competency hearings during pretrial proceedings cannot be closed to the public and the press unless a defendant is able to show a "strong likelihood that pretrial publicity would prevent a fair trial."

That decision reverses an intermediate appellate court ruling which upheld an order closing a competency hearing to reporters of the White Plains (N.Y.) Reporter-Dispatch, a Gannett newspaper.

ANPA Chairman and President Allen H. Neuharth, chairman and president of Gannett Co. Inc., said in response to the Nov. 20 ruling: "After the U.S. Supreme Court's decision in *Gannett v. DePasquale*, we concluded that the best hope of reestablishing the public's right to know about pretrial hearings lay with the state courts. (The) decision by the New York State Court of Appeals supports the view that a defendant's right to a fair trial can be protected along with the public's right to know."

In 1977, the same New York court had ruled in *Gannett v. DePasquale* that the press could be excluded from pretrial hearings dealing with the admissibility of evidence unless the press could show that the public had an overwhelming interest in keeping the proceeding open.

It was this decision which the U.S. Supreme Court affirmed last July 2 in its *Gannett* opinion.

One week later, the New York Court of Appeals affirmed a trial court's closing of a pretrial suppression hearing on admissibility of the defendant's confessions in a case involving a 13-year-old juvenile charged with murder. Appeals in that case, *New York News v. Bell*, are being sought separately before the U.S. Supreme Court by the New York Daily News and the Bronx County, N.Y., prosecutor.

In its November ruling involving The Westchester Rockland newspapers, the New York court sought to clarify its 1977 *Gannett* decision in part by distinguishing between suppression and competency hearings. Judge Sol Wachtler—author of the 1977 *Gannett* opinion—said that suppression hearings deserve greater protection against prejudicial publicity than do competency hearings because of "the grave threat that suppressed evidence, if publicly disclosed prior to trial, would virtually eliminate the possibility that the accused would receive a fair trial in a highly publicized case."

In *Shiras and Arkansas Gazette Co. v. Britt*, **Arkansas'** highest court ruled Nov. 13 that a trial court erred in holding evidentiary suppression hearings in chambers during a criminal trial. The court based its decision on an Arkansas statute requiring open judicial proceedings.

The court held that "the handling of the public's business in secret and behind closed doors not only causes the public to view the results with distrust, but it deprives the public of sufficient knowledge to make adjustments or reform in the law or the judiciary. . . . Needless to say, we

In brief on Richmond closed trial case, ANPA urges court to clarify *Gannett*

ANPA has filed an *amicus curiae* brief with the U.S. Supreme Court in the closed trial case involving the Richmond (Va.) Times-Dispatch and News Leader.

The Richmond newspapers are appealing a Virginia Supreme Court decision upholding a lower court's order barring the press and the public from a two-day murder trial. The Virginia high court acted one week after the U.S. Supreme Court's controversial ruling in *Gannett v. DePasquale* [**presstime**, December, page 16].

In its brief filed jointly with the American Society of Newspaper Editors, ANPA maintained that the press and the public have a right to attend judicial proceedings under the First, Sixth, Ninth and Fourteenth Amendments to the Constitution.

The brief stated in part:

"Your *amici* urge this Court to clarify the confusion which has ensued from the recent *DePasquale* decision. Whether it be based in the First, Sixth or Ninth Amendments or in the emanations stemming from the guarantees contained therein, the right of both the public and the press to attend criminal proceedings is of vital importance to our form of democracy and is mandated by the Constitution."

ANPA and ASNE also asked the court to adopt a rule, based in part on standards adopted by the American Bar Association in 1978, concerning the closing of judicial proceedings.

The rule, according to the ANPA-ASNE brief, "requires that a criminal proceeding may be closed to the public only where: there is a strong showing that prejudicial publicity will create a clear and present danger to the fairness of the trial; the prejudicial effect of such information cannot be avoided by alternative means; and a strong showing is made that closure will accomplish its purpose of preventing jury prejudice."

The Supreme Court is expected to hear arguments in *Richmond Newspapers, Inc. v. Virginia* this month.

Copies of the brief are available from ANPA's Legal Department at The Newspaper Center. □

have concluded that the rights of the accused to a fair and impartial trial do not exceed the rights of the public to observe justice in progress."

The **Minnesota** Supreme Court in mid-October speedily reversed a trial court's order closing a pretrial suppression hearing in the fraud prosecution of a pediatrician.

Citing *Gannett*, the trial judge had closed the hearing at the request of the defense attorney who argued that the publication of evidence that might be ruled inadmissible could prejudice jurors.

The closure order was challenged by the Minneapolis Star and Tribune. In overturning the order, the state Supreme Court urged "some other solutions" to protect the defendant's Sixth Amendment rights.

A month earlier, the **South Dakota** Supreme Court declared Sept. 26 that a trial judge had improperly closed the jury selection portion of a criminal proceeding. In *Rapid City Journal v. Circuit Court*, the newspaper did not have the chance to challenge the closure order before jury selection was completed.

While holding that the press and the public do not have a constitutional right of access to criminal trials, it reaffirmed that the "interest of the public in open proceedings has long been recognized as a cornerstone in preserving the quality and integrity of the judicial process." The court also outlined "certain minimum safeguards" which it said must be followed when a motion to exclude the public is made in South Dakota's courts.

In **New Hampshire,** the state Supreme Court in *Keene Publishing Corp. v. Cheshire County Superior Court* overturned a trial court order concerning pretrial suppression proceedings in robbery and murder cases.

The trial court first closed the hearings, then opened them with the provision that an attorney for The Keene Sentinel attend to advise the newspaper as to what information could be published.

The New Hampshire Supreme Court on Sept. 13 held that the order represented unconstitutional prior restraint. It reaffirmed that closure only would be permitted if there was a "clear and present danger" to a fair trial and if no reasonable alternatives were available. □

Supreme Court will review ban on utility's advertising

The U.S. Supreme Court has agreed to decide whether a state may prohibit utilities from promoting electricity use through advertising.

The New York State Court of Appeals upheld such a ban last May in *Central Hudson Gas and Electric Corp. v. New York Public Service Commission*, saying the oil shortage was "compelling justification" for it.

The New York court turned aside the utility's contention that the ban violates corporate free-speech rights and that it would not necessarily help solve the energy crisis.

The Public Service Commission had argued that the ban was "absolutely necessary to carry out a valid state regulatory scheme that assures conservation of foreign fuel oil," the lowest possible electric rates for customers and general electricity conservation.

Earlier, the Supreme Court had agreed to consider another corporate free speech case arising from the New York appeals court and involving the state's public service commission. In *Consolidated Edison Co. v. New York Public Service Commission*, the state court upheld an order prohibiting the utility from using bill inserts to promote its position on a controversial public issue, nuclear power [**presstime**, November, page 28].

Arguments in the two cases will be heard in tandem this spring. □

Court refuses to hear confidential source case

The U.S. Supreme Court has declined to review *Brown v. Traub*, a case involving a lawyer who had sued the Albuquerque (N.M.) Journal and Tribune for libel. Ordered by a trial judge to divulge confidential sources, the newspapers asked the state Supreme Court to issue an order protecting the sources. The court declined.

The newspapers then appealed to the U.S. Supreme Court, in part to try to reestablish confidential-source privileges which had been lost when a New Mexico appellate court, in another case, had declared the state's shield law unconstitutional.

In declining without comment to accept a case, the Supreme Court sets no legal precedent and neither supports nor takes issue with the action of the lower court. □

After Supreme Court's *Wolston* ruling, state courts narrow public-figure class

In the wake of the U.S. Supreme Court's decision in *Wolston v. Reader's Digest Association Inc.*, which narrowed public-figure libel standards, individuals who several years ago could have been considered "public" are now being viewed as "private" by some state courts. As such, they must prove negligence in a libel action, a lesser standard than the "actual malice" test required for public persons.

One case in point: A California court of appeals recently ruled that a high school teacher was neither a public official nor a public figure.

The teacher, Virginia Franklin, sued an Elks Lodge for libel after its national magazine published an editorial criticizing her selection of reading material. The editorial stated she had been "relieved from teaching the same sort of rot" in a previous job.

The appeals court noted that Franklin selected the material in the normal course of her teaching duties, not "for the purpose of inciting controversy." Franklin limited her actions to those required by school regulations and responses to press inquiries; she did not voluntarily enter the controversy to influence the resolution of the issues, the court held.

The decision, which was not a judgment against the Elks, allows Franklin to take her case to a jury as a private individual.

In the courts

The 9th U.S. Circuit Court of Appeals recently held that a newspaper could not successfully maintain an **antitrust suit** against non-competing, common-ownership corporations which simultaneously withdrew large amounts of advertising.

The Las Vegas (Nev.) Sun had brought suit against six hotel-casinos and certain corporations owned or controlled by the late Howard Hughes, as well as against some individuals. The Sun alleged that after it began to print negative articles about Hughes, they conspired to ruin its business by withdrawing all advertising, thereby violating the Sherman Antitrust Act and the Clayton Act.

A U.S. district court found that the hotel-casinos were run as a single economic unit and did not compete or claim to be competitors. The district court also concluded that their actions had been prompted by "legitimate" business considerations and that the newspaper's business had not been ruined by the advertising withdrawals. The appeals court affirmed this decision.

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A federal district judge held recently that The New York Times was not required to answer questions contained in a deposition from plaintiffs in a class-action **employment discrimination suit** filed against the newspaper in 1974.

The questions concerned editorial conversations by Times officials, and Judge Charles Metzner ruled that the newspaper's First Amendment interest in maintaining the confidentiality of those discussions outweighed the private needs of the plaintiffs.

This judgment corresponds with the Supreme Court's ruling in *Herbert v. Lando* that the interest of plaintiffs seeking information be balanced against First Amendment interests sought to be protected.

The questions involved discussions about articles written by minority writers and a decision by the Times to close an office in Harlem. The judge found that the newspaper's decision to close the Harlem office was not relevant to the issues in the case. □

Criminal code reform measure approved by Senate committee

The Senate Judiciary Committee Dec. 4 voted 14-1 to order Sen. Edward M. Kennedy's (Mass.) criminal code reform bill (S 1722) reported to the full Senate, while the House Subcommittee on Criminal Justice continued to work its way through mark-up of its draft version of the massive criminal law rewrite.

The bill recently approved by the Judiciary Committee is almost identical to a Senate-passed bill of two years ago in its applicability to the press [ANPA General Bulletin No. 6, Feb. 8, 1978, page 27].

The ANPA Legal Department reports, however, that the new version, in some instances, would provide even more protection to the press than the 1978 version.

For example, a provision which would have protected the press from unconstitutional "gag orders" has been expanded to protect against any orders "constitutionally invalid under the First Amendment."

In actions not previously reported by **presstime**, the House subcommittee:

- Adopted provisions that would prevent a reporter or newspaper from being prosecuted for "theft" or "receiving stolen property" if the theft involved government information.
- Adopted an ANPA recommendation that consent of only one party be required for a communication to be lawfully intercepted, as under current law. The subcommittee's draft legislation would have required the consent of all parties to a communication. ANPA had pointed out that members of the press frequently tape conversations as a means of preserving them for future verification.
- Failed to adopt an ANPA recommendation that would have prevented a newspaper from being convicted for publishing a news article based on the contents of an unlawfully intercepted communication, even if the newspaper had not been a party to the interception. The bill allows for prosecution of persons for the disclosure or use of the contents of a communication illegally intercepted.
- Failed to adopt an ANPA recommendation that would have prevented a newspaper from being convicted for publishing a news article based on the contents of an unlawfully intercepted correspondence, even if it had obtained the contents lawfully [**presstime**, December, page 19]. □

Carryover repeal endorsed by House of Representatives

The U.S. House of Representatives Dec. 18 voted overwhelmingly to instruct its members of the House-Senate conference committee working on the windfall oil profits tax bill to go along with the Senate and repeal carryover basis. This virtually assures repeal of a 1976 law, scheduled to take effect Jan. 1, increasing capital gains taxes on the sale of inherited property, *if* the windfall profits bill is signed into law [**presstime,** December, page 19]. □

Independent contractor bill awaits House action

The current tax treatment of independent contractors would be maintained through this year under a bill passed by both houses of Congress. At deadline, it was awaiting a final vote in the House.

The Senate Finance Committee approved HR 5505 the end of November [**presstime**, December, page 33], but the bill was then merged with another House bill, HR 5224, designed to put a moratorium on other tax changes. The Senate passed HR 5224 on Dec. 7 and sent it back to the House for final action.

Meanwhile, the Select Revenue Measures Subcommittee of the House Ways and Means Committee completed markup of HR 5460 and referred it to the full committee.

HR 5460 contains a provision for a 10-percent withholding tax on money paid to independent contractors, with certain exceptions. □

Newspapers should follow election year dos and don'ts

The federal election campaign laws provide newspapers with some dos and don'ts in an election year. All requirements deal with campaigns for federal office: President, vice president, U.S. Senate and U.S. House of Representatives.

• **Don't** charge more for space for political advertising than for space for other purposes.

Section 435 of Chapter 14, Title 2, U.S. Code, states:

"(a) No person who sells space in a newspaper or magazine to a candidate, or to the agent of a candidate, for use in connection with such candidate's campaign, may charge any amount for such space which exceeds the amount charged for comparable use of such space for other purposes."

Regulations implementing this section explain that " 'comparable rate' means the rate charged to a national or general rate advertiser and shall include discount privileges usually and normally available to a national or general rate advertiser."

• **Don't** charge different candidates different rates for the same service. Even if the rates charged do not exceed comparable rates, the differential could be considered an illegal campaign contribution.

Section 441b states that it is unlawful for a corporation, national bank or labor organization to make any expenditures from their treasuries on behalf of a federal candidate.

• **Do** make sure that advertisements that solicit campaign contributions carry the proper information.

Section 435 also states:

"(b) Each political committee shall include on the face or front page of all literature and advertisements soliciting contributions the following notice:

"A copy of our report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C."

• **Do** make sure the person or committee authorizing or paying for the advertisement is clearly identified.

Section 441d states:

"Whenever any person makes an expenditure for the purpose of financing communications expressly advocating the election or defeat of a clearly identified candidate through any broadcasting station, newspaper, magazine, outdoor advertising facility, direct mailing, or any other type of general public political advertising, such communication—

"(1) if authorized by a candidate, his authorized political committees or their agents, shall clearly and conspicuously, in accordance with regulations prescribed by the commission, state that the communication has been authorized; or

"(2) if not authorized by a candidate, his authorized political committees, or their agents, shall clearly and conspicuously, in accordance with regulations prescribed by the commission, state that the communication is not authorized by any candidate, and state the name of the person who made or financed the expenditure for the communication, including, in the case of a political committee, the name of any affiliated or connected organization required to be disclosed under section 433(b)(2)."

Implementing regulations explain that " 'clearly and conspicuously' means—(i) On the face or front page of printed matter, or at the beginning or end of a broadcast or telecast matter, and shall include the name of the committee; and (ii) In a manner calculated to provide actual notice to a reader, listener, or viewer."

• **Do** use the federal election campaign laws to aid in coverage of federal candidates.

Section 438 requires the Federal Election Commission and the elections official in each state to make available to the public within 48 hours the financial disclosure reports which must be filed periodically by federal candidates and their committees.

The Federal Election Commission is located at 1325 K Street, NW, Washington, D.C. 20463. The toll-free telephone number is: (800) 424-9530. □

Divestiture deadline extended

The Federal Communications Commission has extended to June 1 the divestiture deadline imposed by its cross-ownership rules on five newspaper/broadcast co-located combinations.

A majority of the seven-person commission also indicated more sympathy for the licensees involved than for the commission's own rules that ordered break-up of 16 "egregious" combinations by Jan. 1.

In supplementary statements to the Nov. 30 extension order, Commissioners Robert E. Lee and James H. Quello said "the licensees affected by the divestiture requirement should have a reasonable amount of time to come into compliance. They have done nothing wrong and should not be forced into a forfeiture by heavy-handed government." Commissioners Anne P. Jones and Abbott Washburn expressed "substantial doubt as to the soundness of the commission's insistence on applying the 1975 rules in these cases."

The FCC rules bar creation of new co-located newspaper/broadcast combinations and ordered the break-up of the 16 cases in which the only daily newspaper was commonly owned with either the only commercial radio or television station to transmit a premium-grade signal in a community. The five remaining combinations (a sixth is in the process of being sold) requested postponement of the divestiture deadline [**presstime,** October, page 15]. They are:

• Lee Enterprises Inc., owner of KIMT-TV, Mason City, Iowa, and the Mason City Globe-Gazette

• Johnson Newspaper Corp., owner of WWNY-TV, Carthage, N.Y., and the Watertown (N.Y.) Times

• WALB-TV Inc., owner of WALB-TV, Albany, Ga., and the Albany Herald

• Owosso Broadcasting Co. Inc., owner of WOAP-AM-FM, Owosso, Mich., and the Owosso Evening Argus

• Anniston Broadcasting Co., owner of WHMA-AM-FM-TV, in Anniston, Ala., and The Anniston Star.

In another cross-ownership action, the commission recently agreed conditionally to permit the publisher of four small newspapers in the San Francisco area to retain 10-percent interest in broadcast facilities in the same market even though one of the newspapers has begun four-times-a-week publication, placing it in the FCC's "daily" category. The commission noted that its approval was conditioned upon the conclusion of a pending rulemaking proceeding dealing with minority stock interest in cross-ownership cases. □

Bills to restrict FTC's authority advance on Hill

In rapid succession, the Senate Commerce Committee and then the House of Representatives have voted to take away some of the authority of the Federal Trade Commission.

On Nov. 27, the House overwhelmingly approved a three-year FTC authorization bill that would subject all new FTC rules to a congressional veto. It also would require the FTC to report twice a year on upcoming actions and to set deadlines for completion of individual rulemaking.

A week earlier, the Senate Commerce Committee had reported its version of the FTC authorization. It would prevent the FTC from acting against "unfair" advertising on an industry-wide basis, thereby halting the FTC's inquiry into children's television advertising.

If, as expected, the final Senate bill differs from the House-passed measure, the bills would go to a House-Senate conference.

Proponents of the bills, particularly of the legislative veto over FTC regulations contained in the House bill, argue that the regulatory agency has become too powerful and that Congress must reassert its authority over the enforcement of the laws it passes. Opponents, particularly of the bills' provisions killing several cases pending before the agency, say the bills could cripple the commission. □

Newspapers could get extra allotments under draft stand-by rationing plan

Newspapers—as businesses—would be eligible for supplemental allotments based on their historic use of gasoline under a new, draft, stand-by rationing plan announced Dec. 7 by the Department of Energy.

According to DOE, independent contractors involved in the delivery of newspapers also would be eligible for the supplemental business allotments.

Provision of the additional allotments is a change from the previous Carter administration plan submitted to and rejected by Congress last year, and it represents an apparent improvement for newspapers. ANPA is preparing comments on the draft proposal for submission to DOE by Jan. 9.

In another energy-related action, President Carter Dec. 5 sent letters to governors informing them of preliminary, voluntary, gasoline conservation targets for their states for the first quarter of 1980. The president has called for a 7-percent reduction in the consumption of gasoline nationally, with individual state targets of from zero to 15 percent. This is a possible prelude to the setting of mandatory targets, as authorized under the Emergency Energy Conservation Act.

In order to assure that newspapers are given consideration under the state plans being developed to meet these targets, state press associations have begun working with individual governors or state energy departments [**presstime**, December, page 19]. □

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about federal transportation regulations which may affect newspapers' shipments of newsprint and equipment.)

Employees and customers of the bankrupt **Milwaukee Road** have proposed a plan to purchase about half of the railroad's current system. The employee-shipper group seeks to purchase the railroad's main line from Louisville to Seattle via Chicago and Minneapolis; about 1,400 miles of branch lines in Minnesota, South Dakota, North Dakota and Montana; and three pieces of track from the Rock Island Railroad. To finance the purchase, the customers propose to pledge $5 million, and the railroad's employees, with the help of two government loans, $20 million. The Interstate Commerce Commission had until the beginning of January to act on the plan. If the agency finds it feasible, the plan will be submitted to the reorganization court to ascertain whether it is fair and equitable to the estate of the Milwaukee Road.

Meanwhile, the railroad agreed in principle to sell the Union Pacific Railroad some of the Milwaukee's track in Washington and Idaho. A spokesman said that it hopes to sell 2,000 miles of its track to other lines [**presstime**, December, page 23].

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The ICC voted Nov. 28 to extend the Kansas City Terminal Railway's directed service over the **Chicago, Rock Island and Pacific Railroad** for an additional 90 days. The initial 60-day period expired Dec. 3. The ICC said that the KCT, a switching company owned by 12 other railroads, would continue its operation of 6,259 miles of the 7,000-mile Rock Island system. The ICC and the U.S. Department of Transportation are encouraging other railroads to take over lines of the Rock Island system, which is undergoing reorganization under federal bankruptcy law [**presstime,** November, page 58].

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The ICC's **fuel recovery surcharge** for truckload traffic was increased from 9.5 to 10 percent Nov. 16. The surcharge for less-than-truckload traffic performed by carriers not using owner-operators remains at 1.7 percent. Fuel surcharge for bus companies rose from 3.7 to 3.8 percent Nov. 30. □

Cincinnati operating agreement approved

The Cincinnati Enquirer began printing The Cincinnati Post Dec. 7 after receiving the go-ahead from Attorney General Benjamin R. Civiletti under provisions of the Newspaper Preservation Act.

At the Post, Business Manager John Feldman reported that "the shutdown went very, very smoothly and we were delighted in the attitude and decorum of the personnel in closing down."

However, court action is still pending in the merger of the advertising, printing and circulation functions of the two newspapers. Although denying an appeal by a group of Post pressmen for a temporary restraining order to block the implementation of the joint operating agreement, a federal judge in Cincinnati agreed Dec. 5 to hold a hearing on the issue. No date was set. □

Environmental hotline

The percentage of **Occupational Safety and Health Administration inspections** initiated because of employee complaints has dropped for the first time in four years, according to fiscal 1979 inspection data released by the agency. The report also showed that the overall number of inspections in fiscal '79 rose by about 1 percent, and that the overall emphasis in inspection activity has shifted from manufacturing to the construction industry. Proposed OSHA penalties rose about 15 percent, and the number of citations contested by employers also increased.

The percentage of charges alleging non-serious violations of the Occupational Safety and Health Act decreased during fiscal '79, and there was a corresponding increase in the percentage of charges alleging willful, serious and repeated violations, reflecting OSHA's overall policy of deemphasizing enforcement of minor and merely technical violations.

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OSHA's general industry standards —which apply to most businesses, including newspapers—may now be obtained in paperback book form. The volume (GPO No. 029-015-0054-6) is available for $6.50 from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

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The Occupational Safety and Health Review Commission announced Dec. 5 that it will be implementing **simplified procedural rules** designed to reduce the cost and inconvenience of appearing before the commission. OSHRC is the independent federal agency which reviews disputes arising from workplace inspections conducted by OSHA. To take effect March 1, the new rules will eliminate many of the formalities which characterize conventional proceedings, such as the filing of formal court papers and adhering to technical rules of evidence. According to the commission, the objective is to lessen procedural burdens for small businesses and small local unions.

The simplified proceedings will not be available in certain types of cases. These include alleged violations of the "general duty" clause of the Occupational Safety and Health Act (which obligates employers to provide a workplace free from recognized hazards), those involving OSHA standards on noise, airborne contaminants and occupational health hazards.

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OSHA is experimenting with a new program for **faster resolution of complaints of** employee discrimination arising in Iowa, Kansas, Missouri and Nebraska. When OSHA receives a complaint alleging that an employer has discriminated against an employee for exercising rights under the Occupational Safety and Health Act, area directors will attempt to resolve the matter within five days. If an early settlement is rejected by either party, the case will be turned over to the area discrimination investigative staff for a formal merit determination or investigation if warranted. Announced Nov. 30, the experimental program will be effective through the end of February. ANPA's Legal Department notes that it is advisable for a publisher to discuss such settlement proposals with local counsel before agreeing to them, particularly in instances where the complaining worker is covered under the provisions of a collective-bargaining agreement. □

Equipment for sale

Two CompStar 190's, one in working order, the other for parts; best offer. Contact Bill Gervon, assistant general manager, The Trentonian, Southard at Perry Street, Trenton, N.J. 08602; (609) 989-7800.

One wire-tier bottom wrap, 26-foot roller top, 22-inch apron each side, 19-inch rollers; two Hytrol belt conveyors, height adjustable on rollers, one 15 feet, the other 5 feet; one fly table; six straight Cutler Hammer heavy-duty wire conveyors; two vertical Cutler Hammer wire conveyors; four Cutler Hammer coners; one Saxmeyer rope bundle tier; two Premier rotary shavers; one Goss mat roller; two Sta-Hi mat dryers; one Alico Evenray mat dryer; one mat trimmer; one Nolan 8-column caster box; two gas-fired metal pots, 20-ton and 10-ton; one Pony auto plate caster; two Sta-Hi curved routers; one R. Hoe and Co. metal saw; and one 4-unit Wood Hoe press, 64-page capacity, spot color set-up. Equipment in use until Aug. 6, 1979. Will sell in part or in whole. Contact Warren Hall, Tribune-Star Publishing Co., Inc., Terre Haute, Ind. 47808; (812) 232-0581.

Two Computype terminals, 4K, two years old, $2,000 each. GNT six-level punch, two years old, $1,800. Switchbox for interfacing terminals to punch, $150. Computype spares kit, $500. (Or above items as package, $5,000.) Also, two green Fairchild perforators, $150. One newer tan Fairchild perforator, $200. Compugraphic 4961, $1,200. Thirteen 10-roll cases, 7/8 x 14 oiled perforator tape, $23 per case. Bunn tier, model 14-208, $500. Contact Jimmy Williams, production manager, The Paris Post-Intelligencer, P.O. Box 310, Paris, Tenn. 38242; (901) 642-1162.

Stereo equipment for sale. Three Sta-Hi scorchers, Wood miller, Goss tailcutter, Goss shaver and Goss beveler. Two Goss mat rollers, Sta-Hi single head router, Hoe metal saw, Mayfran tail conveyor and three vacuum pumps. Contact David Stern, Omaha World-Herald, World-Herald Square, Omaha, Neb. 68102; (402) 444-1000.

Letterflex System 135, includes two exposure towers, two plate processor units and one recycler unit; some spare parts; all equipment in excellent condition; $45,000. Contact Industrial Engineering Department, Copley Newspapers, 7776 Ivanhoe Ave., La Jolla, Calif. 92037; (714) 454-0411.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, executive director, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

WPFC appeals for equipment for Dominica newspaper hard-hit by Hurricane David. See story, page 11.

The '80s: Postal affairs

By Jacquelyn Jackson

While uncertainty looms in the new decade for the beleaguered U.S. Postal Service, one thing is guaranteed—higher postal rates for second-class and other mail.

Although USPS ended fiscal year 1979 with a $470 million surplus, inflationary forces are expected to push the agency back into the red in 1981. The Postal Service will be battling to keep prices competitive with companies which—not required by law to serve all areas of the country—are able to operate only in the more lucrative urban mail markets. The agency also will be battling for a piece of electronic communications and struggling to keep mailers from turning to alternative delivery.

Leading the battle is Postmaster General William Bolger, an ever-optimistic career postal employee who is determined to maintain the Postal Service as a viable deliverer of communications in the 1980s. As part of his strategy, Bolger has promised that current mail rates will not rise this year.

USPS, however, plans to kick off the decade with rate hike proposals. The Postal Rate Commission will have 10 months to act on the proposals, which means any increased rates will not go into effect before 1981. Included in the promised package will be increases in second-class mail rates which could range as high as 25 to 30 percent.

In addition, according to the 1970 Postal Reform Act, higher second-class mail rates will continue to be phased in throughout the 1980s. For publishers who mail all their copies within county, this means that the 2.8-cents-per-pound rate they paid in 1979 will reach at least 5.4 cents by 1987. In addition, while the per-piece rate was 1.3 cents in 1979, it will increase almost 300 percent to at least 3.4 cents by 1987.

For publishers who mail fewer than 5,000 copies outside of the county, the per-piece charge for non-presorted mail will leap from 2.1 cents in 1979 to at least 5.9 cents by 1987. For publishers who can take advantage of the discount for mail presorted to the three-digit city ZIP Code or five-digit ZIP, the per-piece charge will increase from the 1.7-cent 1979 rate to at least 4.3 cents in 1987.

Another historical certainty for newspapers may be swept aside in the 1980s, as well. The Postal Rate Commission has proposed a surcharge for the expedited treatment that weekly and daily "time-sensitive" newspapers have received from the Postal Service at no additional cost. In fact, it is possible that as early as this spring, newspapers may be paying as much as an additional 2 cents per copy for the same level of treatment now being offered.

Moreover, there are numerous other uncertainties in the Postal Service's future which could have dramatic effects on postal rates for newspapers.

During the 1970s, there was a slow but continual exodus from the mails by many companies which found alternative delivery services both more dependable and less expensive. USPS has taken several steps to offset efforts by these "cream-skimmers"—the alternative delivery companies which tend to serve only the prime metropolitan markets. Despite those efforts however, the trend is likely to continue through the 1980s, and as more mailers abandon the Postal Service, those which remain are bound to feel the squeeze.

The Postal Service also is embroiled in a major fight for a part of the electronic communications market—a fight which looks very likely to continue far into the '80s with jurisdictional disputes and court battles.

Not all is negative, however. With Bolger at the helm of the Postal Service, newspapers can be guaranteed that there will be continuing efforts to increase productivity and to cut back on costs where possible. In addition, attrition promises to alleviate part of the labor-cost burden which currently comprises 86 percent of USPS's budget. □

Jackson is ANPA specialist/government affairs.

Delivery by mail: A tale of two newspapers

By Margaret Genovese
presstime staff writer

In two recent cases, daily newspapers trying to use the U.S. Postal Service for same-day deliveries met with delight and disappointment.

The News-Democrat in Festus, Mo., changed from afternoon to morning publication in order to place all of its 6,000 subscriber copies into the mail.

But half a continent away, in Watertown, N.Y., the Postal Service stopped Saturday afternoon star-route delivery to outlying post offices, thereby wiping out same-day mail service for about 1,000 subscribers of the p.m. Watertown Daily Times.

News-Democrat Publisher Eugene Mace says the newspaper's mail circulation experience thus far has been "terrific, absolutely terrific."

On the other hand, Watertown Daily Times Circulation Manager Dominic Liberatore says USPS authorities have left his subscribers "holding the bag," under the guise of gasoline conservation.

Coincidentally, Mace said the idea of all-mail delivery originally came to him during the fuel crunch of 1973-74.

However, the reason the News-Democrat went to an all-mail system was because it was experiencing trouble serving subscribers in rural Jefferson County, Mo.

"We were between a rock and hard place; we didn't want to pay the (contract) drivers more money to go to these places, and they didn't want to go into these places without more money," Mace says.

After weighing the changes it would require in news deadlines and production schedules against the advantages of retaining the rural subscribers and adding more, it was decided in September to go ahead with the all-mail plan.

The reason all-mail delivery works for the News-Democrat—but may not for other newspapers—is weight, Mace explains. Postage for the average 14-page edition of the News-Democrat is 1.8 cents for every copy delivered in the county. Previously, the newspaper had been paying from 3 to 7 cents per copy to its carriers.

The change has meant a reduction in the newspaper's circulation personnel from five to two.

"We've become a great promoter of the post office," he says, calling it "a partner in a lot of ways."

Mace knows of only one other U.S. daily with total mail circulation, the Patent Trader in Mount Kisco, N.Y., but he has received calls from publishers and circulation managers throughout the country who want more insight into his experience.

A month after the Missouri daily began using the Postal Service to solve its circulation problems, the New York newspaper found the agency creating problems for its circulation system.

The Postal Service stopped Saturday afternoon star route delivery to post offices in northern rural areas served by the Watertown Daily News in order to save gasoline—10,000 gallons annually, according to USPS Eastern Regional Headquarters spokesman Frank P. Brennan.

Brennan also said that the 30 independently contracted trucks which made the deliveries carried "only" second- and third-class mail and parcel post, not mail "committed" to be delivered that day.

The newspaper has tried to rearrange motor routes in the region to pick up some of the lost mail subscriber delivery. The effort, however, has been only partially successful.

Circulation Manager Liberatore said he believes the only hope for reinstatement of the Saturday afternoon delivery lies in pressure being brought to bear on the postal authorities by subscribers.

Postal Service authorities say that no complaints have been lodged with them by Watertown Daily Times subscribers. □

Permanent presort rates rejected by USPS board

The U.S. Postal Service Board of Governors Dec. 4 rejected a recommendation by the Postal Rate Commission to implement permanently a three-tiered rate structure for presorted, bulk, third-class mail.

The plan would have resulted in discounts up to 2.2 cents from the present per piece bulk rate for third-class mail sorted to the carrier route, and would have enabled many advertising circulars to be mailed for as little as $62 per 1,000.

The Board of Governors claimed the PRC's proposal was too complex. The Postal Service had recommended a single 6.9-cent rate for third-class mail sorted to the carrier route. But the PRC came back with a recommended 6.2-cent rate for carrier-route mail, a 7.8-cent rate for mail presorted to a 5-digit ZIP, and an 8.8-cent rate for non-presorted mail (0.4 cents above the regular 8.4-cent rate).

The PRC was given until Jan. 3 to return an amended decision to the Board of Governors. The current temporary rate of 6.9 cents remained in effect until Dec. 28. □

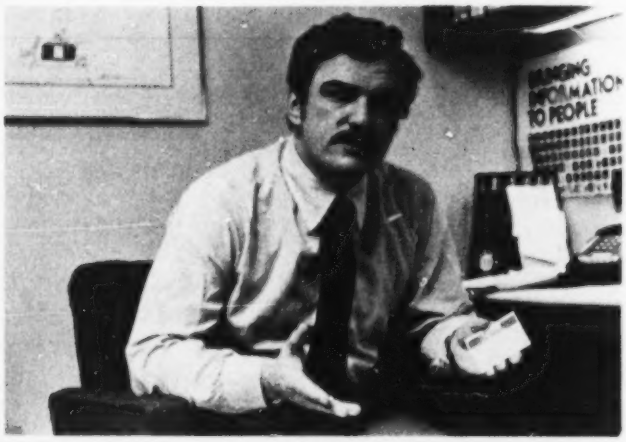
ANPA postal task force readies first report

A task force of the ANPA Postal Committee has been formed to review and recommend action on postal rate and classification matters, service and regulatory issues, legislative affairs, educational efforts and alternative delivery.

Chaired by Loring W. Britton, traffic manager at the Christian Science Monitor, the task force decided at its initial meeting Dec. 11 that it would present its first recommendations at the Jan. 24 Postal Committee meeting at The Newspaper Center in Reston, Va.

Other task force members include Kenneth M. Carter, chairman of the ANPA Postal Committee and publisher of The Evening Star, Peekskill, N.Y.; Joseph A. Faraci, circulation director, Journal of Commerce, Phillipsburg, N.J.; John Goldrick, director of special projects, News Sun Broadcasting Co., Waukegan, Ill.; Donald P. Hanscom, circulation director, Bangor (Maine) Daily News; Frank Innelli, subscription manager, The New York Times; and Thomas M. Keenan, assistant circulation manager special projects, The Wall Street Journal. □

The '80s: A new breed



J. Christopher Burns

A fraternity of futurists in the newspaper industry delights in dealing with today in terms of tomorrow. Some emphasize evolving telecommunications, some production technology, and others a changing market. But all share a fundamental optimism about the future, tempered by the realization that newspapers and those responsible for producing them will have to adapt to a rapidly changing environment.

J. Christopher Burns, vice president/planning of The Washington Post Co., is one of about a dozen futurists who form a forward-looking cadre within newspaper circles. For the past year and a half, he has helped plan the Post Co.'s future, reporting directly to company president Mark J. Meagher and making the rounds of the company's newspaper, broadcast and magazine entities—consulting with and advising top decision makers on what lies ahead.

But Burns suggests that smaller newspapers and others without the resources to support a full-time futurist can benefit "by paying attention to what larger newspapers are doing . . . and making some adaptations."

For the 1980s and beyond, Burns envisions the loss of some newspaper advertisers to home video systems, which newspaper companies may be operating. But he foresees no radical change in a newspaper's basic functions.

Burns foresees the continuation of the printed newspaper, an expected "great leap" in laser platemaking, deregulation of telecommunications services and new developments involving modular computer systems, fiber optics and other technological wizardry.

However, he also sees some changes coming that have not been heralded quite so widely.

He anticipates in 20 years a Washington Post that has shrunk to 48 pages but more than doubled in price, with a 50-percent instead of 35-percent newshole and a dozen inserted publications with a week's shelf life.

Burns also expects some classified advertising, stock tables, sports scores and certain other information associated with today's newspapers to drift toward cable and UHF television, home viewing systems and other media.

Further, he says that "over the long term, the mix of advertising support and circulation support will shift toward circulation support. In 20 years, I would not be surprised if the reader was carrying one-half the cost of newspapers, instead of one-third or one-fourth."

His own commuting experience has convinced him that 25 years hence, the population will live in small-to-medium size community clusters, with many people using telecommunication printers to work at home full or part time. Burns believes that "as communities surface again, the community newspaper and the local television station, which may not carry any national programming in 25 years, will become more important."

As a media technology specialist, Burns advised The New York Times, The Toronto Star, The Boston Globe, The Times of London and other newspapers while a consultant for five years with Arthur D. Little Inc. His immersion in technology began at Yale in the mid-1960s where he received a fellowship to study the impact of computer technology on publishing.

Yet his other educational experiences—a bachelor's degree in English literature from Ohio Wesleyan in 1964 and a master's degree in fine arts from the University of Massachusetts a year later—have encouraged the 37-year-old executive to formulate views about the total newspaper picture.

An editor's task of assembling and presenting news in a coherent fashion for readers will be made more difficult by an "information explosion," he says.

"We may have to begin to be more respectful of the finite limits on our reader's ability to absorb so much news," Burns says. "And we certainly will have to learn something about packaging complicated data."

Burns believes that publishers, whether of a 10,000- or 100,000-circulation daily, should no longer be merely the "proprietor of a printing press." The publisher of the future, in Burns' opinion, "will gather, evaluate and package" information for other media, including television, radio and magazines.

"Far from viewing these new technologies as threats," he says, "we should view them as doors flung open and as opportunities to escape from a technology we have become wedded to over the past 100 years."

Yet the sophistication of new information technologies can shut those doors to the uninitiated. "If information-handling skills become the principal enabling tool, it may create a class of information-deprived people," cautions Burns.

He thinks schools, libraries and newspapers hold the keys. "If newspapers continue on the course of being a popular, community-oriented information source, then anyone with 50 cents in 20 years will have the chance to keep up with the world," he notes. □

—Kathleen Hunt Baird

The '80s: Counterpoint

By John Keasler

A frightening number of us trapped out there bug-eyed with confusion in this electronic newspaper age need help. We need it badly, and we need it soon.

The Great and Mysterious Computerized Adepts who keep materializing technologies so magically had soon better come up with some way to help us here in the World of the Unplugged-In or it's back to the goose quill, Buster.

Some of us have spent years learning the basic rule of the newspaper writing business. That basic rule is, of course, making sure that the black side of the carbon paper faces away from you.

We were just tending to get straight on that—not perfect, but grasping the principle—when, a few years ago, things began to blur. Somebody ripped off our Remington upright, plugged Selectrics into the wall socket, then about the time we got to where we could type Goddddammmm with approximately the correct number of letters, what happens?

They produced things with the strange names of VDTs. An entire array of experts started insisting that VDTs would be no worse than a bad cold. Perhaps. (I'm no expert. I'm still learning the VDT keyboard. I can already do Roll Down, and Throw Up, and I draw a swell Christmas tree.)

My theory is that the technology producing all these technical, ah, things has the responsibility to (a) soothe and (b) properly advise those of us who so far have not really known shoe polish from apple butter about what is going on with computers, transistors and . . . like that. It would also be good business as there are lots of us—far more than the Mechanical Adepts apparently realize.

Keasler, who stubbornly resists leaving the '60s, is a columnist for The Miami News.

That's because many closet unplugged inners have allowed themselves to be trapped into positions of publishing or editorial authority and therefore cannot admit total puzzlement. (When is the last time you heard any publisher, editor, managing editor or city editor say any form of the phrase "I don't know"?)

Fortunately, I am a columnist, and therefore, nobody expects any knowledge. So I'm here to tell you, machine people, that the world is surprisingly full of unplugged inners you wouldn't even suspect. Get help on the way. Not just your field representatives, either, capable as they may be in their, well, fields.

I've attended these experts' lectures on learning about new electronic gizmos. At the conclusion, the expert always says indulgently, "Everybody got that straight?" And everybody nods wisely.

"Any questions?" asked the visiting expert. No questions. Except, of course, mine. I always ask what that key on Benjamin Franklin's kite did . . . actually, when you stop to think about it . . . but nobody ever answers.

We need first, as I say, soothing. "There, there," the industry representative of the future will say, perhaps holding us in his lap, "it will be all right. Just say 'Hi fella' to your keyboard. Remember, your keyboard wants to be your friend."

He—this expert of the future—will understand that we unplugged inners are not being affected, stubborn, cutesy, overly traditional, annoyingly crusty-veteran or other such traits in our inability to cope. We are simply not plugged in. We may never be. We are those multitudes who do not know enough machine stuff to ask even the first question. What of us, O wise electronic sorcerers?

Meantime, pending such compassion from the Whirring Doodad industry, human progress isn't nearly as far along as it thinks. Experts, for instance, keep explaining why I will just love newer machines far better than the electric typewriter on my desk. The fact is, I not only am frightened of the electric typewriter on my desk—I haven't used it for weeks. That big ribbon thing doesn't work.

You want to know where Progress really is, Funny-way-to-write Industry?

Nobody in my corner of the city room cages is completely sure how to change the big ribbon thing for me. (I would use the old Royal upright back in photography, but most of the time there's a line.)

Group therapy? That might work. (Inepts Anonymous?) Or Buddy teams? A hotline, maybe, direct to the factories? Somebody with a fatherly voice would talk you down when you're screaming after the machine loses your best prose.

The specific answer remains to be worked out. The important thing is to be kind to us. Help us along, computer industry. Not quite so much business-like crispness, eh? And, above all, no smugness whatsoever towards those of us not really plugged in.

We wrote for a long time without you, computers, remember. And, we could do it again. Admittedly, the hammer and the chisel were heavy, but at least they didn't keep changing the procedures concerning the stone slab. □

The '80s: Readership

By Leo Bogart

Daily and Sunday newspapers will be selling about a fifth more copies of an average issue in 1990 than today, if present levels of readership are sustained. Even this substantial growth rate can be surpassed if more transient and occasional readers can be converted to a regular everyday pattern.

This optimistic appraisal for the 1980s follows the comparatively static picture of the 1970s. As the '70s came to a close, daily circulation was the same as at the beginning, and Sunday's was 10 percent larger; meanwhile, adult population had grown by 19 percent and household units by 25 percent.

Why, after this period of treading water, can circulation be expected to surge? The answer is to be found in some fundamental changes in the American population—the same changes, in fact, that may be considered largely responsible for the failure of daily circulation to move ahead in the decade just past. These include:

- Changes in the number of people in different age groups, with different patterns of living and different newspaper reading habits
- Changes in the way in which people live together as consuming units for newspapers and other goods and services
- Changes in where they live
- Changes in their educational attainments and purchasing power.

All of these changes relate directly to the way people spend their leisure time and to their interest in newspapers. Some of the trends of the recent past can be quite confidently extended into the future. But we must make educated guesses about trends in household composition and areas of residence.

In the 1970s, the generation of the post-World War II baby boom grew to maturity, entered the work force and began raising families. The main effect of this in the next 10 years, as everyone knows, is that there will be a much larger number of people in their 30s and 40s—prime newspaper-reading ages—and a proportionately smaller percentage of the population who are in their teens and 20s.

The psychological consequences of this shift may be even more significant than the absolute numbers. The generation whose rebellion was signaled in the stormy days of 1968 can be seen in perspective as a product of unique demographic pressures, as well as of the political turmoil set off by the Vietnam War. They jammed the schools and other social institutions. They arrived on the scene at a time when the Pill and the judicial suppression of censorship prompted a new sexual code. This in turn changed attitudes toward marriage and child-rearing and thus delayed the formation of families and the establishment of residential roots.

Theirs is the most mobile generation in history. Among people in their late 20s, a fourth have moved from another town within a recent two-year period. Compared to their elders, they are better educated and more avid readers of books and magazines, but they simply do not read newspapers with the same regularity as their predecessors at the same age.

It has been argued that this is because they are members of the first generation that has grown up with television since birth—and that we are therefore seeing the beginnings of a long-term attrition in newspaper reading under the competitive pressure of electronic communication. But the weight of evidence favors the viewpoint that the experience of their generation is unique and tells us nothing about the future.

What most characterizes people who get by without reading the newspaper is the disengagement from the news as such. They don't follow the news much on television or radio either, and they tend to feel themselves outside the political process and uninvolved with the communities they live in. It seems more reasonable to suppose that such an outlook reflects the passing mood of one segment of a complex and constantly evolving society than to see it as the harbinger of a fundamental shift in the way people acquire information and spend time with the media.

Dr. Bogart is executive vice president and general manager of the Newspaper Advertising Bureau.

Most important, we must remember that nearly four out of five people between the ages of 18 and 30 do read a newspaper one or more times a week, and that a considerable majority are readers on any given weekday or Sunday. The stepped-up rate of personal mobility can be expected to attenuate, and young working couples may be somewhat more inclined than in the past to postpone marriage and children; however, the inevitable momentum of tradition will make most of them conform to the traditional pattern of acquiring a home, possessions, and a concern with the life around them and its institutions, which newspapers chronicle.

Conventionally, audiences for newspapers and for other media are measured in terms of households. A household is not, of course, the same as a family united by blood or marriage. During the '70s, an increasing number of households were made up of singles, of unrelated individuals and of families headed by a woman. All such conditions lessen the probability of demand for a home-delivered newspaper, which offers the best assurance of frequent readership.

A circulation-to-household ratio in 1980 means something slightly different from a circulation-to-household ratio in 1970. But the significant reasons why household composition has changed go back to the population changes already discussed, so we should not anticipate that the adverse trends will accelerate in the immediate future.

Women who work are better newspaper readers than women who don't, and this is especially true among groups whose readership levels are below average to begin with: young, low-income, poorly educated and black women. Thus, the movement of women into the work force (to include perhaps two-thirds of all those of working age by 1990) can only strengthen the circulation outlook.

Even more important will be the impact of expanded educational achievement. In 1990 there will be 37 percent more high school graduates in the adult population than there are in 1980; there will be 32 percent more people who have attended college; the number without a high school diploma will be about the same. Because newspaper reading goes hand in hand with increased schooling, we can expect this factor to be an important positive force in the next 10 years. There is no need to bring up the argument that years of schooling are not to be equated with educational performance; the indications are that overall, reading skills are up, not down, in spite of the predictable minority who need help in filling out their tax statements and driver's license forms.

By 1990, the United States will have 12 percent more adults and 19 percent more households. But if we consider what the proportions of people in different age groups will be in 1990, and assume that the percentage of average-day readers will be the same in each group as it is today, this suggests an 18 percent increase in daily readership and circulation. The same analysis applied to educational levels produces a projected increase of 21 percent. Thus, taking these projections together, we can estimate that for every 100 newspapers sold in 1980, 120 will be sold 10 years from now.

The crucial assumption in these estimates, however, is that people at different age and educational levels will be reading newspapers at the same rates as today. The proportions may go down if newspapers are unresponsive to the marketing challenges they face.

But there is plenty of room for the numbers to go up toward the even higher levels of daily audience that the press enjoyed a decade earlier. Here are some reasons to expect this:

- Circulation totals were eroded in the 1970s by the elimination of some major city newspapers unable to hold their own in the competitive struggle for advertising. There are far fewer vulnerable situations today from which further such losses could come.
- The middle-class exodus from large cities shows signs of slowing. Zoning has enabled major metropolitan newspapers to re-establish their hold over readers who have moved afield. At the same time, suburban dailies have picked up new strength.
- New newsprint machines scheduled to come on-stream in the 1980s should eliminate shortages. This will make newspapers more eager to expand circulation and less inclined to restrict it deliberately, as some have done.

We can estimate that for every 100 newspapers sold in 1980, 120 will be sold 10 years from now. The crucial assumption in these estimates, however, is that people at different age and education levels will be reading newspapers at the same rates as today. The proportions may go down if newspapers are unresponsive to the marketing challenges they face.

- The exciting editorial experimentation and innovation of the '70s reflect a new responsiveness to the public interest. The Newspaper Readership Project has provided a channel for coordinated action and exchange of experience by all the industry's professions.
- As a competitive force, television can no longer exhibit the dynamism that it showed in the years of its growth. It faces new problems of its own as videodisks and cassettes, STV (subscription television), pay television and other forms of electronic entertainment further fractionate its audience.

This article has emphasized the great external forces affecting readership, but the newspaper business is not a rudderless ship. Any close look at how newspapers have fared in recent years reveals tremendous variations in their success, even in comparable environments.

Similarly, what happens in the next 10 years will reflect the excellence with which individual newspapers are edited and the skill with which they manage the increasingly difficult problems of distribution. □

TV-less families, people helpers, ugly dogs: Their stories and others can build readership

By Margaret Genovese
presstime staff writer

The Detroit Free Press paid five families $500 each to give up television for a month and tell the newspaper about the experience.

The Seattle Times got local celebrities, basketball star Bill Russell and movie producer Stanley Kramer, to write weekly columns.

The Akron (Ohio) Beacon Journal gave prizes for the biggest home-grown vegetables harvested by its readers.

These and more than 100 other examples of stories, continuing features and competitions were compiled at a "Changing Needs of Changing Newspapers Seminar" for feature editors of major Knight-Ridder newspapers.

The editors were asked to take to the conference 10 ideas that could be shared with other newspapers. Herewith, some examples:

"During a major snowstorm in Charlotte, we tried something you all could try in a disaster situation," Stuart Dim, assistant managing editor of The Charlotte (N.C.) Observer reported. "We asked folks to tell us about snow heroes—folks who went beyond the call of duty to do good deeds. . . . Readers responded and we ran their stories with art of the heroes."

According to Assistant Managing Editor Thomas A. Suchan, The Wichita (Kan.) Eagle employs a similar idea in its "People Helping People" column which is used as a regular, local-page feature with its own logo.

"How-to" stories ranked high among the tried-and-true ideas submitted by David Hall, managing editor of the St. Paul (Minn.) Pioneer Press. It has published stories on how to prevent rape, how to conserve energy, how to do 20 things right—even how to get news in the newspaper. The Press' guides to summer camps and discos and its special back-to-school section contained "how-to" elements.

While the Detroit Free Press experimented with life without television, the Mercury and News of San Jose, Calif., asked several families to do without a car. The newspapers sweetened the separation by offering a $500 "monetary reward" to the participants. "Such a series not only gives a personalized look at how auto-dependent we are, but it also gives a fresh perspective on how mass transit does," said feature editor Jennie Buckner.

And then there were the contests—for the ugliest dog, the wildest sandwich, the best supermarket checker, the best Christmas memory, a redesigned state flag and the date and time when the last patch of snow would melt in an editor's backyard.

The publication, "110 great ideas for newspapers and their readers," is available for $1 (check preferable, made payable to American Society of Newspaper Editors) from The Editors' Exchange, c/o The Charlotte Observer, P.O. Box 32188, Charlotte, N.C. 28232; (704) 374-7359. □

Newspaper readership by working women is above average, new NAB survey finds; their content preferences are identified

Working women in the United States are better-than-average newspaper readers and watch less television than women in the home, according to a Newspaper Readership Project survey conducted by the Newspaper Advertising Bureau.

The study, entitled "Women of the '80s," was designed to help newspapers make long-range decisions aimed at attracting this growing audience. In the national sample of 1,041 women, NAB focused on their work, leisure activities, buying behavior, self-image, values and attitudes toward the media. Results were compared to a similar NAB study conducted eight years ago.

The new survey indicates that while both employed and non-employed women are interested in features on traditional "women's" topics, working women especially welcome the new emphasis in the food pages on time-saving and nutrition hints and in the fashion pages on versatility and dressing for success in the business world.

According to the survey, women with jobs are more interested than others in news about consumer safety, health, the environment, cultural reviews and letters to the editor. Working women also are more interested in traditionally "male" areas such as national business news, but all women are more interested in local news than in national news. Differences in male and female reading interests have narrowed, a comparison of the 1971 and 1979 surveys indicates.

All women view more favorably the way newspaper advertisements portray women, compared to television commercials, and this preference was constant for all ages, income levels and educational backgrounds.

Buying habits for working women tend to be more systematic and specific, but both employed and non-employed women are more likely to check newspaper ads for food specials than they were eight years ago, according to the survey. It also shows that working women spend more in food stores than non-working women.

Copies of the study can be obtained for $4.50 each from the Newspaper Readership Project, c/o the Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017. □

The '80s: Marketing/promotion

By Edward A. Linsmier

Successful newspapers in the '80s will centralize and maximize their marketing, research and promotion functions. Whether this is a one-person department on a smaller newspaper or 60 specialists on a metropolitan newspaper, the centralized unit should report directly to the chief executive in order to help the newspaper achieve its strategic and fiscal objectives.

Over the past few years newspaper executives have expressed divergent opinions on the '80s, but they generally agree that newspapers' inherent strengths will allow them to continue as the primary advertising medium in North America through the next decade. They also state two qualifications:

- Newspapers cannot be complacent.
- Newspapers must adopt marketing/promotion-oriented strategies to achieve their potential.

The recent growth of the International Newspaper Promotion Association attests to a worldwide concern for continued development and sharing of the many facets of newspaper marketing that fall within the mandate of marketing/promotion executives.

There is no question that some of the principles of "soap brand" marketing can be applied to newspapers; however, in increasing numbers, newspapers are rethinking old marketing terminology and combining the functions within the "total newspaper" concept.

The image of newspapers and of the newspaper business also will be a major concern for the '80s. While the newspaper image isn't as bad as some of its detractors would have us believe, it is in a serious-enough state for all newspaper people to be concerned. Part of this is probably the result of the times in which we live and the growth of other media as sources of news and information. But part of it is due to newspapers' neglect of their own public-relations efforts.

It seems ironic that with such a valuable tool at its disposal—the newspaper itself—newspapers do a less-than-adequate job of public relations. Newspapers just haven't been telling their story adequately. And that story for the '80s should be told first to newspaper employees—the first line of public relations, but perhaps the most ignored and overlooked.

Except for the professional journalists, few newspaper employees understand and can articulate the role of a free press in a free society. And even many professional journalists are poorly informed about the status of the newspaper business in general and their own companies in particular.

Newspapers also will benefit more from research in the '80s. Newspaper research will provide promotion and marketing managers with a lot more knowledge of why readers read and why they buy what they buy.

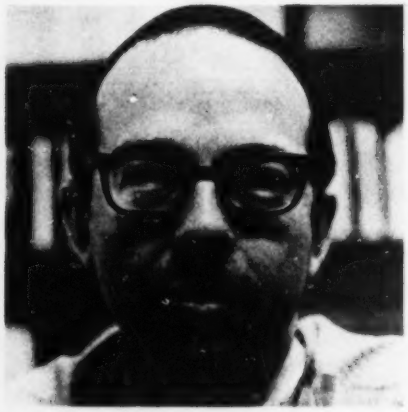
Computerization will be the engine boosting the surge of newspaper research. Researchers will find it less difficult to sample. They will have some foreknowledge of the respondents and, consequently, will be in a position to provide precise data for all newspaper departments and management. This, in turn, will encourage newspapers of smaller size to enter the field.

From a promotion manager's point of view, therefore, the '80s are going to be a very busy time—analyzing and interpreting data to develop strategic planning for their newspapers.

With the new technology that will be coming available in the '80s, promotion campaigns may include new vehicles—home computers, news systems via cable and others—to reach specific target groups of readers and advertisers.

But the technological advancements also will mean that newspapers must bring their promotion budgets into the '80s. Currently, very few newspapers are allocating even as much as 2 percent of their total budget to the broad areas of sales promotion, research, public relations and community service. Broadcasters and magazines spend more. Newspaper publishers and controllers should study these future needs. □

Linsmier is executive director of the International Newspaper Promotion Association. Contributing to this article were Rikk D. Taylor, publisher, The Columbian, New Westminster, British Columbia, and president of INPA; James Pauloski, public relations director, the Indianapolis Star and News; John B. Mauro, director of research, Media General Inc., Richmond Va.; and Newell Meyer, vice president/promotion and research director, The Journal Co., Milwaukee.



The '80s: News research

By Maxwell E. McCombs

While the euphoria may have faded from some economic and marketing forecasts, the outlook for news research in the new decade is extremely bullish. Using the simplest and most direct measure of all—the sheer volume of research—the 1980s will see a tremendous increase over the amount of research now being done by newspapers.

There are already abundant signs of this trend, including the steady growth of the circulation of ANPA News Research Reports and the membership of the Newspaper Research Council, the professional association of newspaper researchers.

Another indicator comes from a national survey conducted by Professor John Ripey of Pennsylvania State University. It found that early in this decade there will be an upsurge in opinion research spread equally across newspapers in every circulation group. Newspapers experienced in opinion polling for news stories will find it easy in the 1980s to use these same skills to monitor their own audiences.

While the downturn in aggregate national daily newspaper circulation earlier in the '70s may have been the necessary catalyst for the industry-wide effort of the Newspaper Readership Council, it was not the immediate cause of widespread interest and growth in readership research. After all, most daily newspapers have continued to experience stable or growing circulations, not declines. But during the 1970s there was a steadily increasing appreciation of two points:

- the market saturation of daily newspapers—their circulation relative to the population of the market—has been dropping
- the increasing sophistication of the audience and the increasing competition for their time demands better and more finely tuned feedback from readers and nonreaders to their local daily newspaper.

Dr. McCombs is director of the ANPA News Research Center at Syracuse University.

These two observations are related, of course. Saturation, circulation, and readership can be enhanced through research which provides the factual background for the creative decisions and efforts of the newspaper. Research can point out unmet needs and describe the desires of the local audience. But research in the 1980s will have a more important role than the development of new content, a move which taken to extreme can mean pandering to the audience.

The most important role of research, the point where it is on the surest ground, is documenting audience responses to the newspaper and its contents. News research can provide the steady stream of detailed feedback of how well each day's journalistic effort is succeeding in the marketplace. Poor marks for such important staples as local city council reports do not dictate their removal; rather, they demand renewed creativity to present vital information in a way that will attract readers. Unread news does no one any good.

This is how news research increasingly will be used in the '80s. It will be one of the standard tools which editors, publishers and reporters use to sharpen the impact of their daily effort. Research will play an increased role in the decision making necessary to get out the newspaper.

On occasion, research will be central to the development of new sections and new innovations within the newspaper. But primarily, these will be the efforts of the larger, metropolitan newspapers.

For newspapers with smaller circulations—in other words, for most newspapers—the principal use of research will be in decision making aimed at fine-tuning the existing product. Precise audience feedback will become an important ingredient in editors' assessments of their newspapers' sports pages, family sections, editorial pages, entertainment features and other components.

There also will be more evaluation studies as editors consider readers' responses to the news: What is news? How many persons read particular types of news items? How readable and

understandable is local news copy? What are readers' complaints about news coverage and the way it is presented? Editors can think of dozens of such questions as they strive to produce a news package which both meets their responsibility to the community and achieves a high readership.

Looking at the audience in even greater depth, the new decade will see more studies of basic audience motivations for reading newspapers as editors grapple with such basics as the proper mix of hard and soft news and entertainment features.

All of this means that increasingly, research will be used, not just looked at, in the 1980s. One exciting result will be that both the users and the producers of readership research will ask more and more probing questions about audiences and their responses to the daily newspaper. In short, they will have fostered one of scientific research's most important characteristics—the continuing accumulation of knowledge as one study builds upon another, each opening the door to perspectives and questions which otherwise would not have occurred. □

Priorities designated for 1980 research

The ANPA news research program for 1980 will focus on the effects of community involvement as it relates to newspaper readership.

At a recent meeting, the ANPA News Research Committee outlined a program that also will include research studies which will address writing style, graphics and design, accuracy in reporting and editing, language skills and reader motivation.

The committee is chaired by John E. Leard, vice president of the Richmond (Va.) Times-Dispatch and News Leader. Its activities are conducted in coordination with the Newspaper Readership Project.

Fifteen research studies programmed under the 1979 news research program currently are under review and scheduled for publication in the ANPA News Research Report in the near future. They are:

John E. Leard

- Motivations as Predictors of Newspaper Readership
- A Review of Research Literature on Accuracy of News Writing
- Summary of Strategy and Findings of Ottaway Newspaper Readership Project
- Audience Attitudes as Predictors of Newspaper Readership
- Reader Interest in Foreign News
- Reader Interest in Business News
- Reader Interest in Sports News
- Confirming the Newspaper Readership Habit
- Summary of the Minneapolis Star and Tribune Readership Project
- The Television Reading Program in Houston
- Influence of Local Information on Daily Newspaper Penetration in Canada
- News Writing Styles: What Arouses the Reader?
- A Structural Approach to Newspaper Design
- The Newspaper Editor as a Graphic Strategist
- Readership and Community Identification □

ANPA Center to help conduct workshops on census data use

The ANPA News Research Center will help conduct four regional workshops for editors, reporters and other newspaper personnel concerning the 1980 census and ways information from it can be used to trace social trends in local communities and in newspaper audiences. Co-sponsored with the U.S. Bureau of Census, the workshops have been scheduled as follows:

- **Northeast**—Jan. 18, Syracuse, N.Y.; host, Syracuse University
- **Southeast**—Feb. 1, Memphis, Tenn.; host, Memphis State University
- **Midwest**—Feb. 29, Chicago; host, Chicago Sun-Times
- **West**—March 21, Long Beach, Calif.; host, Independent Press-Telegram.

Each workshop will consist of four working sessions, plus a luncheon.

The two morning sessions, presented by the Census Bureau, will cover how the 1980 census will be conducted, the publication schedule for census materials and how newspaper people can gain access to data other than that contained in regular printed reports.

The first afternoon session will feature journalists who have used census data for major stories on trends in their city and its neighborhoods. The final session, staffed by newspaper researchers, will discuss the use of the census to trace changes in the newspaper audience—both geographically and socially.

Registration fee for each workshop is $15. Names and addresses of registrants, and checks payable to "ANPA News Research Center," should be mailed to: Maxwell E. McCombs, director, ANPA News Research Center, School of Public Communication, Syracuse University, Syracuse, N.Y. 13210. Checks must be received not later than the Monday preceding the date of the appropriate workshop; otherwise, a late registration fee of $20 applies. □

The '80s: Circulation

By Robert A. Macklin

The circulation profession will change more in the next 10 years than it has in the last 50.

Computer technology, the energy crisis, changing housing trends and the increasing cost of everything from newsprint to postage all will provide challenges.

But the circulation profession is a people business; 75 percent of our time is spent dealing with people; only 25 percent is related to newspaper operations. Therefore, as in the past, the critical problem areas in the 1980s will continue to involve circulation personnel. Training and retaining circulation personnel should be among the most important areas of concern for newspapers in the next decade.

We can begin with our carriers. The "little merchant" system will be around a long time, because it is still the best system if properly handled. But statistics show that the number of 12 to 14 year olds in the United States will decline by 35 percent by 1990, compared to 1975. And with carrier turnover currently running from 200 to 300 percent annually, we need to have firm carrier retention programs.

Moving up the circulation ladder, higher salaries are beginning to be paid and greater efforts are being made to provide dependable work schedules and off time for district managers; turnover for this group is presently between 5 and 50 percent.

Retention problems exist even at the top rungs of the ladder. In the state of New York, for example, during the past 12 years, every daily newspaper with a circulation over 10,000 has replaced its circulation manager.

We need to develop better training techniques in order to upgrade the entire circulation profession. To keep pace with increasingly complex marketing research efforts in the 1980s, accelerated training for supervisors and carriers will be imperative.

Macklin is general manager of the International Circulation Managers Association.

Other developments which will affect newspaper circulation in the 1980s include:

- Greater utilization of computers. Virtually every newspaper will be involved. All circulation functions, with the exception of delivery and training, will be computerized. A recent ICMA survey showed that 38 percent of U.S. dailies already have some of their subscribers on computer.
- Increase in paid-in-advance subscriptions, which should help ease carrier turnover. Collections at the door mean tips and a better link with the reader, but the system's many disadvantages are a big cause of carrier discontent.
- Development of new, cost-efficient distribution systems necessitated by energy concerns. Because of the need to conserve fuel, same-day complaint deliveries will become a thing of the past; subscribers will have to wait a day to get an undelivered newspaper. There will be no combination newspaper deliveries within 10 years; all newspapers will have to split their districts into morning-only and evening-only if they are to maintain carrier service.
- Other distribution adjustments. In an effort to hold the line on delivery costs, newspapers will team up with the delivery forces and handle several products while making deliveries. Increasing postal costs will cause conversions to motor routes in some cases. And the need for newspapers to identify their subscribers will cause a change from independent dealers to service-agent distribution systems.
- Accommodations to new living patterns. The number of apartment dwellings will continue to increase enormously over the next decade, causing unique problems in servicing and collecting. Single-copy sales are going to get more emphasis.
- Increased attention to meeting advertiser needs. Newspapers are going to have to conduct mass-distribution systems utilizing a wide range of total-market-coverage programs to satisfy advertisers.
- Greater concern for newsprint conservation. If newsprint rates continue to climb, newspapers will no longer allow a full return policy on single copy sales from the streets and racks. □

The '80s: Training

By Robert L. Burke

Newspaper training is likely to increase significantly during the 1980s for two reasons.

First, the newspaper business will continue to change, and it is change which more than any other factor creates employee training and development needs.

Second, more efficient use of human resources will be required to meet increased competition in the marketplace as well as the standards being set by newspaper management.

Changes in laws and regulations, technology, the nature of the work force, the market and ownership will be principal factors to be dealt with in training programs.

The subjects which will dominate newspaper training in the new decade will continue to be managerial/supervisory skills, sales and marketing, and equipment and systems. To this list, one might add circulation training, largely because of the continuing high turnover rate among carriers and district managers.

It does not appear that the importance of training in these areas will be diminished by new technology or any of the other changes which might be expected in the 1980s. New concepts and new techniques tend to increase the importance of training, not diminish it.

Nearly all newspaper training today is individual training—that is, it is designed to develop the skills of individual workers in carrying out their individual job requirements. But in the 1980s, it is possible that we may see a considerable increase in the kind of training which is often referred to as "organizational development."

Under organizational development activities, we may expect to see more programs which involve team-building, "intergroup" building and long-range planning. The gradual breakdown of the walls which have divided newspaper departments is clear evidence of a trend in this direction.

The changing nature of the work force also will affect training. In recent years, managers have found that younger workers have different attitudes toward work than their predecessors. They expect more meaningful work and are less willing to have little or no say about how a job is to be done. Some managers have found ways to involve them in planning and job definition, with the result that many have developed a much stronger commitment to results.

Even though demographic factors tell us we will have an older work force in the 1980s, it is likely that all employees will continue to function better if they participate in their job definitions and if they are encouraged to make commitments toward achieving results. These factors suggest a growth in managerial and supervisory development programs and an increase in the number of companies which manage by objectives.

The new systems and equipment under study at ANPA's Research Institute suggest that the waves of new technology which have affected newspapers in recent years will continue to bring new opportunities. They also will produce new training requirements. Some of this training will be done at ANPA/RI. Additional training will be conducted in-plant by newspapers.

New electronic and communication systems will require additional maintenance personnel, and they are already in short supply. Many newspapers are likely to find that such maintenance specialists can be obtained most effectively by selecting and training employees already working for the newspaper in different capacities. Such training may have to be done by outside schools or training centers.

An alternative would be to recruit people directly from electronic technician schools, but the heavy competition for trained maintenance specialists may make this a less desirable choice.

Ultimately, the development of newspaper training is linked to the growing professionalism of newspaper management. There is abundant evidence that the modern newspaper manager regards training and organizational improvement as important tools in the effort to publish a newspaper in the 1980s which is economically healthy and which better serves the needs of readers and advertisers. □

Burke is ANPA director/readership and training.

The '80s: Advertising

By Jack Kauffman

Daily newspapers are entering the 1980s with more local advertising dollars than all other media combined—55.5 percent. But they trail in national advertising with only 7.6 percent of the total. And in local advertising, classified, rather than retail, the traditional leader, recently has been the star performer.

In each of these areas, the Newspaper Advertising Bureau has specific sales programs designed to boost newspaper advertising revenues by spurring growth in national—not just in volume, but in share—by seizing new opportunities in retail and by capitalizing on the strength in classified.

The programs have been developed in part to tap into the ever-increasing advertising expenditures expected during the next decade. NAB projects total advertising expenditures at $147 billion by 1990—a 150-percent increase since 1970 in constant dollars.

The flagship program in the area of national advertising is NEWSPLAN. It started a year ago after the NAB Board of Directors authorized a coordinated effort to increase national advertising revenues of daily newspapers in accordance with a plan developed by a committee of newspaper advertising and marketing executives. Its goal is a one-third increase in newspapers' share of national advertising by mid-decade.

The initial focus of NEWSPLAN was on the offering of rate incentives by newspapers in return for continuity advertising—specifically, yearly contracts totaling six or more pages. In addition, the industry organized sales teams with the mission of calling on the top 200 national advertisers and their agencies to explain NEWSPLAN, enlisting advertiser support and developing sales programs in response to individual advertiser needs.

But NEWSPLAN is more than that. It also includes programs in research, advertising technology and the development of a national advertising information and buying service that will make it easier for advertisers to plan and to buy newspaper advertising schedules.

CAN DO (Computer Analyzed Newspaper Audience Data On-Line) is one of these programs. For a modest charge, this program makes detailed newspaper audience data immediately available via computer terminal for any list of daily newspapers.

Farther down the road are plans for electronic transmission of advertising mechanicals to many newspapers from a central point, and various billing and ordering improvements.

The bureau also has developed several programs in retail advertising, including the food business. The development of the Universal Product Code now being used on 85 to 90 percent of all grocery items has given newspapers the opportunity to document their sales-producing ability. A bureau program, National Advertised Brands Scanning Reports, utilizes product movement data developed by scanners at the cash register checkouts of grocery stores to track advertising results by ad, by store and by brand. NABSCAN now is being operated as a separate bureau division. Leading food manufacturers and retailers are participating, and it is expanding rapidly.

There are additional programs in retail and classified which should help newspapers realize the promise of the 1980s. A new bureau research program, Continuing Ad Performance Studies, or CAPS, measures interest in newspaper ads in relation to the prospect status of the reader for the brand or for the store. This is one more link in the chain of evidence to document newspaper selling power. It is also a means by which advertisers can upgrade the performance of their newspaper ads.

In retail, a regional selling effort reaches out to important advertising decision makers who are remote from markets in which they operate stores. New activities are being launched with groups of advertisers who are emerging as more important prospects, such as drug stores and retailers of high-fidelity sound equipment and recorded music. Underdeveloped areas are being identified by new tools such as Potential Advertising Revenue from Retail, or PARR, which enables newspapers and retailers in individual markets to spotlight situations in which

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to ***presstime****.*

sales or newspaper advertising, or both, are below national norms.

In classified, new sales tools are being fashioned from research which relates the readership of the key real estate, employment and automotive categories to the prospective status of the readers.

In addition, workshops to train telephone sales supervisors and staffs are being supplemented by training for outside sales personnel. Sales efforts in classified are being coordinated with those in cooperative advertising. There is a move to develop greater use of classified for manufacturers' trademarks run in conjunction with local dealer listings, and there is a plan for business-to-business classified sections in heavily industrialized markets.

These are not all the newspaper sales programs being carried on through the bureau—just some which illustrate current sales strategies as we enter the 1980s. Overall, the newspaper business is engaged in an aggressive sales drive to cope with its competition and to realize its potential. We should see results as this new decade unfolds. □

Ad rate cards and a newspaper's rights

By L. Peyton Hendricks

Does your advertising rate card specify that you have the right to reject an ad for any reason? If a fire in the pressroom causes a missed issue, is the newspaper absolved from liability for a merchant's lost profits from a sales event that was to be publicized in that issue?

Questions like these make it very important for the publisher and advertising manager to review current sales practices to ensure that the newspaper's legal rights are being adequately protected.

The keys to minimizing legal risks associated with advertising department operations are: prior consultation with the newspaper's attorney and, equally important, periodic review of advertising practices in light of ongoing legal and regulatory developments. These are essential business practices for which there is no adequate substitute.

Newspaper attorneys usually advise that the terms which apply to an advertising sale should be expressed in writing. Oral contracts are difficult (if not impossible) to enforce, and they offer little protection to a publisher in the event that a problem develops with a particular sale.

In most cases, the rate card itself acts as the written medium. Attorneys generally will analyze the sales transaction from the standpoint of the rate card being an *offer* to sell advertising on the conditions stated in the card. The customer's order will be viewed as an *acceptance* of those conditions and, along with payment, will result in an enforceable agreement or "contract."

There is really no such thing as an "ironclad contract"—one that will withstand legal challenge under all circumstances—because the laws are too complex and business practices too varied. But within limits your rate card can include enough terms to help the newspaper get at least basic protection in areas that might be expected to generate legal problems.

This article highlights some elements of rate cards and related practices and suggests some methods of dealing with potential problem areas by inclusion of appropriate contract language. It should not be construed as legal advice on particular circumstances, however. Only your local counsel is in a position to know of unique circumstances that would require that language be written in a particular way.

There is no such thing as an "ironclad contract"—one that will withstand legal challenge under all circumstances—because the laws are too complex and business practices too varied.

Since the bottom-line objective shared by all advertising managers is to obtain maximum sales, it may seem strange that one of the most important rights for the newspaper to secure is the right to refuse business. So far the courts have upheld newspapers' right to reject a proposed ad for any lawful reason, recognizing publishers' interest in avoiding material that is misleading, not in conformance with style, in poor taste, etc.

A newspaper can strengthen its position in this regard by providing explicitly for rejection rights in the rate card itself. Language pertaining to this topic might state:

> "Newspaper reserves the right to reject any advertisement at any time."

Retaining the right to reject *at any time* is important, because there undoubtedly will be occasions when the publisher needs to make a considered judgment about the desirability of running a particular ad. A frequent question raised by newspaper advertising executives is whether to notify an advertiser of the reasons for rejecting an item. There is no set answer to this question; most newspaper attorneys would probably say "no," mainly to avoid setting a precedent that could bind management in future situations.

Circumstances that were not known at the time an advertisement was accepted occasionally create the need to cancel an ad, even when it has been run initially and subsequent insertions are contemplated. The absolute right of the newspaper to cancel—again "at any time"—should be stated explicitly.

A related subject is the right of the

Hendricks is an ANPA staff attorney.

advertiser (or agency) to cancel or to make major alterations in submitted material. The strongest possible contract term would be one which gives the newspaper an absolute say-so over whether a cancellation will be accepted after receipt of the ad. An alternative position would be to allow cancellation only after the closing date specified in the rate card:

> "Newspaper will not accept cancellations or alterations by either advertiser or agency after closing date."

Indemnification

Most advertising managers are aware that a newspaper is responsible for all that appears in its pages and can sometimes be held liable for financial damages that result from material contained in advertisements—despite the publisher's best efforts to screen out objectionable items.

Generally, it is desirable to include language securing indemnification rights against the advertiser or agency which places the offending material. Indemnification is legal jargon which, loosely translated, means the right of one to be reimbursed for payments made to third parties that are required because of the unlawful actions of another party. In a rate card it might be generally expressed this way:

> "Newspaper will not knowingly accept or publish material that is in violation of law. Advertiser and agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as any claim arising therefrom made against newspaper. Advertiser and agency agree to jointly and severally indemnify and hold harmless newspaper, its officers, servants and employees from all costs, including reasonable attorney fees of newspaper, caused by publication of any advertisement placed by advertiser or agency. Such claims include but are not limited to, those arising from material which is alleged to be defamatory, in violation of copyright or trademarks, or invasive of the privacy of another, regardless of whether such claims are ultimately found to be without merit."

This is very broad protective language which the courts may not be willing to enforce in every instance.

If, for example, the newspaper has actually taken part in preparing damaging material, a court may be reluctant to allow the publication to absolve itself entirely through the terms of a contract. Local counsel can assist in devising procedures that would lessen a newspaper's exposure in this area—which would probably include rate card language similar to the above—but it is necessary to recognize its practical limits.

The general duty of the newspaper under the advertising contract is to print the advertiser's order at the time and in the manner agreed upon. Failure to do so gives rise to liability on the part of the newspaper for breach of the advertising agreement.

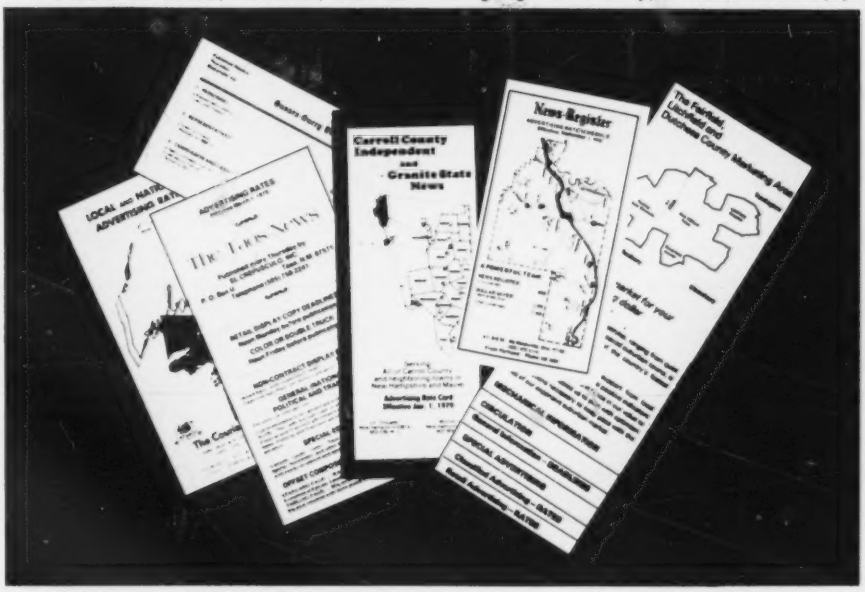
Any number of situations can come about which can result in the newspaper's inability to distribute a particular issue in which an advertisement was to appear, or failure to produce the ad in proper form. Many situations are beyond the control of the ad manager, and an important function of the rate card is to limit the scope of the publisher's liability in those instances.

It should be noted, however, that as with attempts to obtain indemnification from other parties, courts won't always uphold terms that attempt to limit the newspaper's liability.

More than one newspaper has been prevented from publishing because of natural disasters, strikes and numerous other unforeseen events. Sometimes courts will relieve a party from liability for failure to perform its duties during such occurrences; sometimes they will not, unless the parties have agreed to this in advance. Therefore, very basic contract language must specify the publisher's rights in this regard:

> "It is agreed that the newspaper shall not be liable for failure to print, publish or distribute all or any portion of an issue in which an advertisement accepted by the publisher is to appear if such failure is caused by circumstances beyond the control of the newspaper, including, without limitation, acts of God, fires, strikes by newspaper's employees or the employees of others, lockouts, accidents, postal delays, forces majeure, inability to obtain newsprint, and acts of Government."

This is simply illustrative language, and most local counsel will want to tailor it to allow for unusual conditions, such as a labor-intensive environment. In addition, language of this type does not simply



relieve the publisher of any responsibilities toward his advertiser for failure to print the ad.

It would usually be necessary for the publisher to run the advertisement in the next published edition or refund the advertiser's money, at the advertiser's option. The purpose of the language is to try to preclude liability beyond that point.

Errors and omissions

One of the most serious problems that the advertising manager routinely encounters is faulty preparation of an advertisement because of mistakes in the advertising department, composing room or elsewhere. It also is one of the trickiest areas to deal with by the newspaper attorney who is attempting to draw up suitable protective language in the rate card.

The classic situation is where merchandise is to be advertised at $100 and the published advertisement lists it as $10. If the store sells the merchandise at that price, can the newspaper be held liable for the difference? In the absence of any contractual agreement, the answer might be "yes," although it would depend on circumstances and existing legal precedent in the state where the newspaper is located.

The publisher should attempt to limit in advance any such liability to the value of the advertisement itself and to specifically exclude any indirect damages that might result as a consequence of the newspaper's error. The same considerations apply to the related (and not uncommon) situation where an ad gets left out or is not inserted or composed in accordance with instructions the newspaper agreed to initially. Contractual language dealing with these situations is generally to the effect that:

> "The newspaper will not be liable by reason of any error, for which it may be responsible, beyond liability for cost of the actual space occupied by the item in which the error occurred. In case of typographical errors or omissions, the newspaper shall not be liable beyond the cost of the advertisement. The newspaper shall be under no liability for failure for any reason to insert an advertisement. In such event, advertiser will, at its option, be entitled to a refund of the price of the ad or insertion of the advertisement in the next issue of the newspaper. Advertisements submitted after the deadline for proof service are submitted at the advertiser's own risk, and newspaper shall assume no liability for errors or omissions in such advertisements. Newspaper makes every effort to provide desired placement, but in no instance can this be guaranteed."

ANPA hopes this article is helpful in pointing out some of the basic areas in advertising contracts where the publisher and advertising manager need to secure fundamental legal protection.

In an era when the public seems increasingly prone to rush into court over minor issues, there probably is no way for a newspaper and its management to be totally free from legal entanglements. But well-drafted contracts and periodic updating by legal counsel are steps in the right direction. □

Newspaper ad revenues up 13.7

Classified led all other categories of daily newspaper advertising in posting revenue advances in the first 10 months of 1979.

According to the Newspaper Advertising Bureau, classified advertising expenditures for 1979 through October increased 17.4 percent over the same period in 1978. National advertising advanced 16.2 percent; retail, 10.8 percent. Overall for the period, advertising expenditures in daily newspapers increased 13.7 percent.

Classified also led NAB's monthly comparisons for October 1979, increasing 6.7 percent over October 1978. National increased 5.7 percent and retail 4.6 percent. Advertising expenditures in daily newspapers in all categories increased 5.4 percent in October.

The bureau bases its estimates of newspaper advertising on measurements by Media Records Inc. in its index cities, plus other data. □

Newspaper ads selected as tops

A series of TV commercials developed as part of the Newspaper Readership Project was awarded first place for Public Service at the Ninth Annual U.S. Television Commercials Festival.

Each of the three commercials features actor Edward Asner who stars as the crusty city editor of the "Los Angeles Tribune" in television's "Lou Grant." The commercials promote "The Newspaper as an Educational Tool," "The Newspaper has Something for Everybody" and "The Newspaper and the First Amendment" [**presstime,** December, page 27].

The commercials are available for $30 from the Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017. They also can be purchased along with print versions of the same messages for $50. The print advertisements alone cost $30. □

Suggestion box

Losses from delinquent classified ad accounts have been nearly eliminated at The Daily Chronicle, Centralia, Wash., according to Operations Manager Donald L. Nunn. Employing a floppy disk computer, the newspaper records each ad along with a telephone number. Delinquent accounts quickly are displayed on the screen to be checked against new orders.

Local running events can spur advertising

The Newspaper Advertising Bureau hopes that newspaper advertising representatives will run, not walk, to their local accounts to interest them in linking their ads to local running events.

To help in the effort, NAB is distributing a "Monthly Marathon Guide" to its member newspapers. NAB notes the widespread enthusiasm for running and has urged advertisers to capitalize on additional newspaper readership in connection with the 281 marathon races listed in the guide. □

The '80s: Education

By Judith D. Hines

ANPA Foundation will be working in the 1980s to strengthen two major elements of education in which newspapers have much at stake: the use of newspapers as a teaching tool and the bond between the academic and professional journalistic communities.

Now beginning its fifth decade, the Newspaper in Education program has grown tremendously, but still has a long way to go before meeting its goals. Despite the increase in the number of NIE programs to 500, it is probable that only about 10 percent of the students in U.S. schools are using the newspaper in their classrooms with any regularity.

If the program's performance in recent years is any indication, however, the 1980s will see a wealth of new ideas, an improvement in instruction methods and even greater cooperation between NIE managers, publishers, educators, parents and students.

One of those new ideas—educational programs combining newspapers and television—began to blossom in the late '70s. Long viewed as the nemesis of newspaper readership, television takes on a new light when it becomes a partner to newspapers in educating and informing young people.

Under the so-called "TV reading program," scripts and teachers' guides for particularly worthy TV shows will be published in newspapers and used in schools.

Another, older newspaper-education program—"Courses by Newspapers," published in more than 450 newspapers—recently established a television link. Now its material is backed up by the excellent TV series "Connections."

In addition, discussions are taking place in a number of arenas now about the possibility of combining TV news programs and syndicated newspaper features aimed at students.

So, if some futurists are correct in their predictions that newspapers will largely take the form of videotext by the year 2000, NIE will be ready.

Another of the new ideas taking root is the program called "Newspaper in the Home." "Where else," you might ask, "would one expect the newspaper to be?" But this program goes quite a few steps beyond dropping a newspaper on the doorstep. NIE programs across the country are starting to feature education/entertainment columns, pages and supplements which encourage parents to share with their children the fun of reading and finding out what's happening in the world.

In the 1980s, these features will expand, and parents will become more involved in this and other phases of their children's education—even to the point of attending NIE workshops to learn how to use the newspaper to educate at home.

NIE will continue to move outside of both the classroom and the home in the 1980s—into adult education, hospitals, nursing homes, mental institutions, prisons and tutoring programs.

Linda Skover, in managing the NIE services of the Foundation and traveling to dozens of sites to advise local NIE programs, sees several movements on the horizon.

The first, rather than a new idea, is an "old" one—a direction toward established verities. "More emphasis," she predicts, "will be placed on secondary school use of NIE. We started in the senior high school, then saw teaching opportunities with the newspaper in the elementary grades and concentrated our efforts there. The need to create informed citizens and critical readers and thinkers among teenagers will take NIE back to the upper grades."

Skover also notes that state and regional NIE organizations have gained strength and will continue to do so in the '80s. "Other states may follow the lead of Maine and Florida, employing state NIE coordinators to work with schools and newspapers," she says.

The ANPA Foundation NIE Committee, under the direction of Steed Rollins, president and publisher of the Durham (N.C.) Herald and Sun, has established a subcommittee to study NIE trends and to advise the Foundation on services which will support these trends.

Hines is vice president and director of ANPA Foundation.

The Foundation's attention in the '80s also will be directed toward journalism education—specifically, ways to increase cooperation between educators and newspaper personnel.

Members of the Association for Education in Journalism-ANPA Foundation Cooperative Committee on Journalism Education agree that journalism schools and newspapers will have to teach students the "total newspaper" concept, keep them abreast of new technology and give them a solid background in economics, business management, energy and other important subject areas.

One of the more significant innovations in the new decade, they say, will be student interns in many newspaper departments, not just the newsroom.

"We're going to have them in more areas," says Richard Cole, dean of the journalism school at the University of North Carolina, "in copy editing, management, circulation, mechanical and all business departments."

Journalism faculty members also should receive more exposure to newspaper departments, says Christy Bulkeley, publisher of The Commercial-News, Danville, Ill. "Newspapers should work to get faculty into summer newspaper jobs or to get them to take a sabbatical in the newsroom or ad department. . . . We have an awful lot at stake in journalism education," she says.

The fast pace of technological change and the complexity of world events will pressure journalism educators in the 1980s to produce better-informed newspaper people. This may take the avenue of graduate degrees in economics, political science, business administration or other disciplines following journalism school. Or it may mean a greater reliance on workshops, seminars, etc., for the continuing education of working journalists.

Another concern which affects the same groups—working newspaper people, educators and students—is the job market in the '80s. What opportunities will be available and who will be there to fill those jobs?

Professor Cole sees it this way: "The job market *was* very tight. It's looser now and there are plenty of entry-level jobs, but it will still be difficult for students to put it all together—the right job, in the right location, at the right salary, at a particular newspaper and at the right time." □

Program transforms publishers into professors

By Robb Deigh

"The students absolutely adore that man!"

John Lavine is publisher of four Wisconsin newspapers. But it's nearly 1,000 miles to the south, among the journalism students and faculty at Texas Christian University, where he's getting rave reviews today.

It all has to do with a program called Publisher-Professor Exchange, sponsored by the Association for Education in Journalism-ANPA Foundation Cooperative Committee on Journalism Education. As the title suggests, the program sends newspaper executives to the campuses and academics to newspaper plants in an effort to strengthen both newspapers and journalism schools.

The program depends heavily on personal contact. That's what made Lavine's four-day visit to TCU last September such a success.

"During his stay, he would teach classes all day; then he would consult with students on an individual basis, and at night we'd all be talking about newspapers until the late hours," recounts Douglas Ann Newsom, acting chairman of the TCU Journalism Department.

"He reinforced all of the things we've been saying in class and created in the students an enthusiasm for newspapers. He made it an exciting, viable experience," Newsom says.

This visit to Texas, and Lavine's "adoption" of and by the students there, is not an isolated case.

Last spring, Linda Glazer, publisher of the Saratogian, Saratoga Springs, N.Y., visited her alma mater, the University of Iowa, for two days. During that time, she spoke to two journalism classes, was guest of honor at a student reception, lunched with professors and instructors, and was interviewed by a doctoral candidate doing research on newspaper group ownership.

"The enthusiasm of the students about the journalism school and about pursuing careers in reporting and editing was impressive," she says. "They seemed to understand the competitiveness of this profession, and they were anxious to hear practical suggestions on how to get a job. Group ownership seemed to be the most frequently discussed issue during my visit. Most of the faculty and students I spoke with were opposed to groups, although very few had worked directly with a newspaper that is part of a group. . . . I recommend such an exchange for publishers. The experience was rewarding."

Christy C. Bulkeley, publisher of The Commercial-News, Danville, Ill., spoke to five journalism classes as well as participating in a number of discussions and activities with students at the University of Missouri-Columbia.

"The students seemed more aware than others I have encountered recently of the total newspaper," she says. "They also seemed most aware of the newspaper's community-service-through-information role . . . contrasted with students of the early '70s who often wanted to be preachers or advocates through the news columns."

Eugene C. Dorsey, publisher of the Idaho Statesman in Boise, and president, Gannett Northwest, and Henry F. Schulte, dean of the S. I. Newhouse School of Public Communications at Syracuse University, are co-chairmen of the cooperative committee sponsoring the exchange program.

Says Dorsey, "We hope this program will expand due to increased interest on

Deigh is publications specialist for ANPA Foundation.

the part of teachers and publishers. The general format is flexible. The time spent on these visits can be anywhere from two days to two weeks—the longer the better, of course—but we realize that we're dealing with very busy people both at the newspapers and the schools."

Interest in similar programs has gathered steam among other newspaper organizations. The Newspaper Fund, in cooperation with the American Society of Newspaper Editors, sponsors a program called "Editor in Residence" that sends editors to teach and visit with journalism students.

Last August, cooperative committee members proposed that AEJ and ANPA Foundation develop a list of publishers as well as lists of managers of business, circulation, promotion, advertising and production departments who are available for visits to journalism schools. The lists would be made available to college deans to help them select invitees for campus visits. The committee also proposed that suggestions be drawn up for both college and business participants about how to get the full benefit from their visits.

In addition, the committee suggested that ANPA Foundation make available a list of newspapers willing to invite journalism school administrators and professors to visit for a first-hand view of newspaper operations.

All of the committee's proposals currently are being developed by the Foundation staff, and the expanded program will be launched early this year. □

ACEJ sets limit on academic credit for J-school students in internships

Starting with the 1980-81 academic year, schools and departments of journalism seeking accreditation by the American Council on Education for Journalism should allow students to earn no more than 10 percent of their journalism and communications credits from internships, the council has decided.

To establish eligibility for credit, a school will have to demonstrate that internship activities were planned with the employer in advance, that the school monitored activities during the internship and that the student and employer both evaluated the experience after the internship was completed.

The standards were developed following research on internships conducted for the Association for Education in Journalism-ANPA Foundation Cooperative Committee on Journalism Education. The research showed that more than 50 journalism schools grant academic credit for internships, with at least one school reporting nearly 50 percent of a student's journalism credits allowed through internships.

As the major accrediting organization for journalism programs, ACEJ sends teams of journalism educators and media executives to campuses to review programs. Currently, journalism programs at 81 colleges and universities have some level of accreditation.

ANPA Foundation has contributed $5,000 to the ACEJ for the current academic year—"the largest single donation anyone has ever made," according to Milton Gross, council secretary-treasurer. □

J-school enrollment up; graduates down

Journalism school enrollment in 1979 was 3.2 percent higher than in 1978, but the number of graduates declined last year, according to Professor Paul Peterson of Ohio State University.

In his annual survey of U.S. colleges and universities offering majors in journalism or mass communications, Peterson found that enrollment rose from 70,601 in the fall of 1978 to about 72,500 at the beginning of the 1979-80 academic year. The number of journalism graduates dropped from 14,354 in 1978 to about 13,500 in 1979.

Peterson also found that the number of women in journalism school has surpassed that of men, reaching 55.7 percent, and that students' interest in news-editorial sequences has declined in favor of advertising and public relations.

'Shoe' **By Jeff MacNelly**

Reprinted by permission of the Chicago Tribune-New York News Syndicate, Inc.

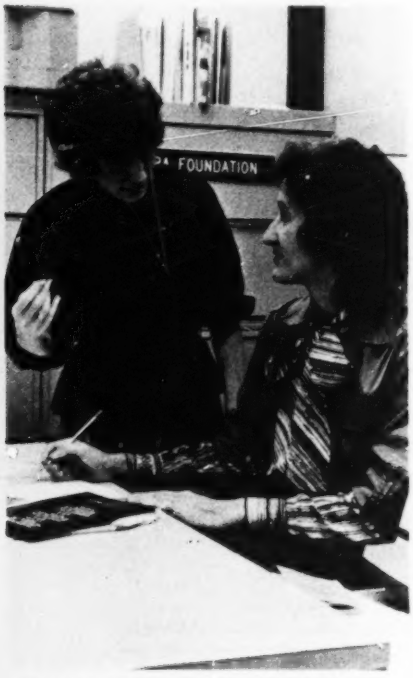
Hines named Foundation vice president; second NIE field advisor to be added

The ANPA Foundation Trustees have named Judith D. Hines to be a vice president of the Foundation.

Hines, who joined the Foundation staff in 1974, was manager of educational services for five years before being named director in 1979.

"The promotion of Judy Hines to vice president and director reflects the Trustees' recognition of both the fine work she has done in the past and her commitment to Foundation objectives in the future," said Foundation Executive Vice President Jerry W. Friedheim. "We are confident that under her direction the Foundation will continue and enhance its work toward better journalism education, stronger public support of a free press and development of more informed and intelligent newspaper readers."

Hines received her bachelor's degree in English from Duke University and has done graduate work in reading education at the University of Virginia. She taught school, edited newsletters, assisted the director of a U.S. Office of Education teacher-training program and worked on a management-improvement program for public housing, before joining the ANPA Foundation staff. She is married, has two children and lives in Reston, Va.



Hines (right), Skover discuss '80 program.

At their recent meeting, the Trustees also approved a 1980 budget of $439,025 to support Foundation programs. Among the highlights of the new year will be:

- addition of a second field advisor for the Newspaper in Education program
- sponsoring of the scholastic journalist awards formerly administered by ANPA
- expansion of the publisher-professor exchange program
- and renewal of a $10,000 grant to the Reporters' Committee for Freedom of the Press.

Applications for the field services advisor position are being accepted by Linda Skover, manager of educational services.

ANPA Foundation programs are supported by an endowment which presently stands at $4,135,660. □

NIE workers, educators to gather March 25-28 on program development

Brochures and registration forms will be mailed this month for the 1980 Conference for Newspaper in Education Program Development scheduled March 25-28 at the Sir Francis Drake Hotel in San Francisco.

The conference is sponsored by ANPA Foundation and the Canadian Daily Newspaper Publishers Association. Fees are $160 for educators and NIE managers; $200 for those registering after the Feb. 25 deadline; and $250 for commercial participants.

Sessions will focus on newspapers as a classroom tool and on newspapers' concerns in NIE programs. Speakers will include Dr. Wilson Riles, superintendent of public instruction and director of education for the California Department of Education; Dr. J. Rodney Short, associate dean, College of Education, Texas Women's University; Allen H. Neuharth, ANPA chairman and president and chairman and president, Gannett Co. Inc.; and Judge Alfred T. Goodwin of the 9th U.S. Circuit Court of Appeals.

For further information contact ANPA Foundation at The Newspaper Center. □

Education briefs

The Newspaper Fund will provide $57,000 for 18 summer Urban Journalism Workshops, cosponsored with local newspapers, for **minority high school students.** One student will receive a four-year college scholarship.

In addition, 50 high school journalism teachers will receive $350 fellowships to attend summer courses to improve their teaching skills.

Four "Distinguished Advisers" also will be selected, and one student from each "Distinguished Adviser's" school will receive a $250 scholarship to study journalism in college.

Again this year, the Dow Jones & Co. Inc.-supported Fund will select a High School Journalism Teacher of the Year and grant a $1,000 scholarship to a student from the teacher's school.

•••

More than 450 U.S. newspapers and 300 colleges and universities this winter and spring will participate in the 12th series of **"Courses by Newspapers"** since the program began in 1973.

Sponsored by the National Endowment for the Humanities and prepared by the University of California at San Diego, the new series will focus on "Energy and the Way We Live." It will include 15 feature-length newspaper articles, illustrations, photographs, biographical material on the authors and a kit of promotional literature. There is no charge for newspapers to participate and to receive the course materials.

For more information about the program, contact George Colburn, director, Courses by Newspaper, University of California, San Diego, X-002, La Jolla, Calif. 92093; (714) 452-3405. □

The '80s: Telecommunications

By Douglas R. Watts

Space-age technology has hit the communications media with a bang.

Computer technology and communications technology make it possible to store, process and distribute information with lightning speed. This new technology, combined with a more-demanding, less-loyal information consumer—the reader—will bring newspaper executives into a common arena, the information arena, filled with both danger and opportunity.

The new technology makes it easier than in the past for anyone to become an information provider. It allows for storage and distribution of greater amounts of information than most media currently provide—and all at an increasingly favorable cost.

Regardless of whether the media are newspapers, television, cable or magazines, the future technology for gathering and processing information, and getting it to a certain point down the channel of distribution, will be essentially the same. The individual pieces of equipment also will be essentially the same: VDTs, computers, various communications devices, etc.

That's an important point. Look at the use of individual video display terminals. They are not used only by newspapers any more, but also by television, cable television, magazines and other new media now beginning to emerge. Look at satellites and small-aperture antennas, which are not just for radio and television any more. Satellites have changed one industry—cable television—in just two years, and now this technology is affecting the newspaper business.

This means that the new technology will create a common denominator among information providers. The distinctions which have characterized individual media will be blurred. And remember, computer firms and telephone companies have this technology, too; we've already seen examples of their experimenting with new roles as information providers.

This tells newspaper executives that, in the future, we will no longer be able to rely on the historical characteristics of our products or on the habits of our readers to ensure success. We must harness the new technology and tailor our products to meet the information needs of the markets we serve.

Many newspapers have heeded these signs and responded with special editions, zoned editions and varied content for different days of the week. It will be necessary to build on these improvements. We must realize that the new communications technology will make the competition a lot tougher in the future.

Several emerging technologies provide us with a tremendous opportunity. Of particular importance will be the introduction of services to newspapers via satellite and the introduction into our markets of home information services.

In the 1980s, we will see the emergence of a nationwide newspaper satellite network, complete with small-dish, rooftop antennas. This system will give newspapers instantaneous access to a worldwide data base, something that few dreamed possible just a few short years ago.

This same network will set the stage for a nationwide advertising system through which advertisers could transmit ads within a very short lead time to any combination of newspapers in the network. Some advertisers—even advertising agencies—may choose to have their own satellite transmission stations so that they would be connected directly to the system.

As one commentator recently put it, the blue-sky technology we've been hearing about for the last few years is now directly overhead. The ANPA Telecommunications Committee will continue to participate in the exploration of how the communications satellite technology may be brought to serve newspapers.

Watts is a staff counsel in the ANPA Legal Department. This article was prepared in cooperation with Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc. Marbut is an ANPA director and chairman of the ANPA Telecommunications Committee.

telecommunications

Developments in computer and communications technology also could lead to the emergence of a new medium—the home information service. Imagine what it would be like if you could publish individual newspapers for your readers, giving them only the information they are interested in. Essentially, that's the way these systems work.

Home information systems are taking a variety of forms—viewdata, teletext, bi-directional cable—but they have one important common feature. They are adapted uniquely to a wide, heterogeneous audience with divergent informational needs.

These systems allow for interactive connection between a reader and a data base, allowing him or her to select particular pieces of information which would be displayed on a television screen or VDT. Rapid developments in the technology of these systems make it clear that most of the things we publish in our newspapers could be "published" on the screen.

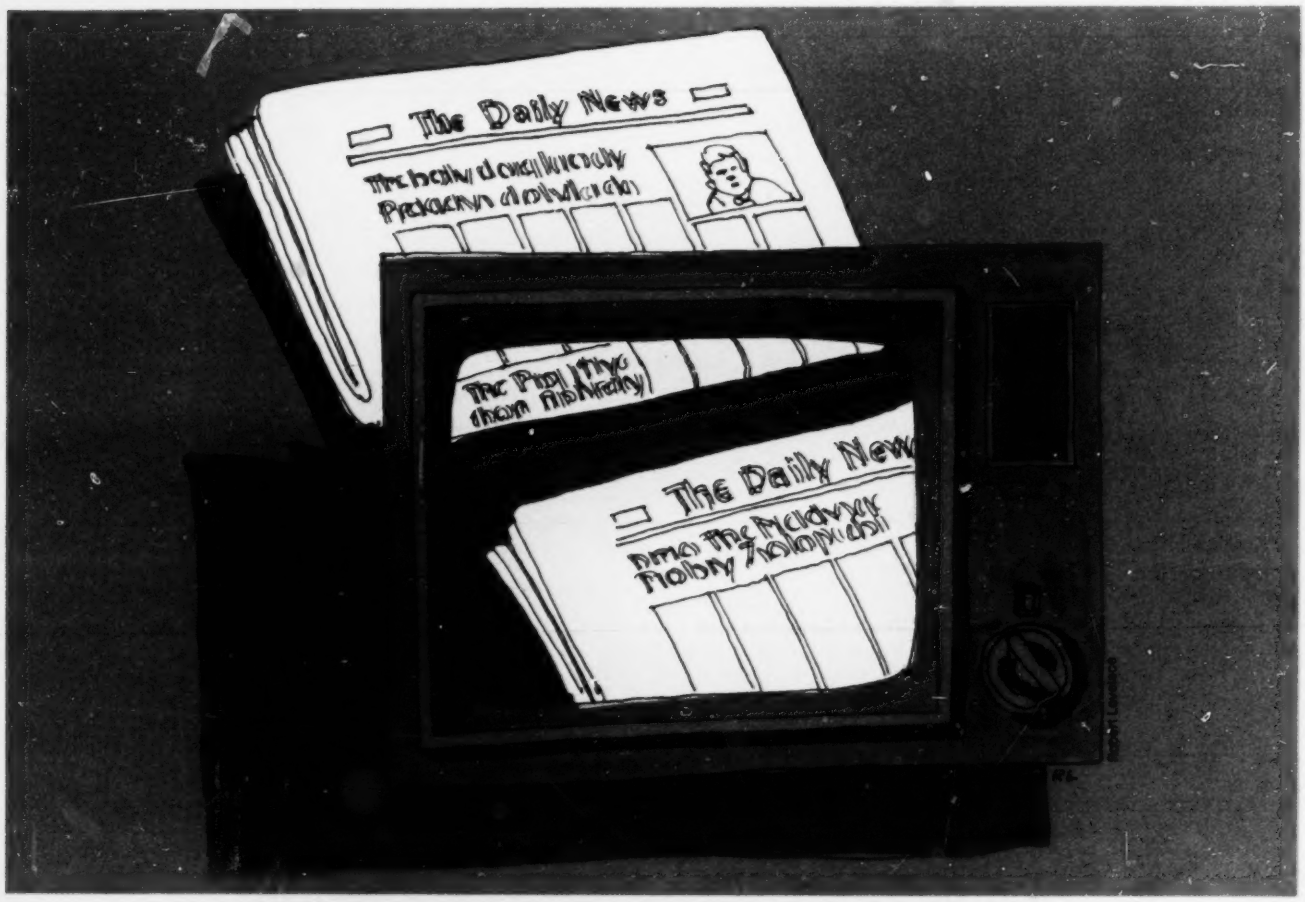
Many of these systems already have been launched in other countries. The 1980s will see their introduction into the homes of America.

Some observers have concluded that home information systems will drive newspapers to extinction. That's probably a bit alarmist. These new systems will not cause the demise of newspapers any more than television annihilated radio; but they will cause a change in newspapers as we know them today.

For newspapers that perceive themselves as "information retailers" whose business is to get their product—information—to the consumer, these systems represent an opportunity. The opportunity is twofold: (1) to provide readers with information that is now in our newspapers that lends itself to the interaction mode (such as headlines, weather, classifieds, etc.); and (2) to provide readers with information that is not now in most newspapers (such as encyclopedic material, expanded tabular information, etc.).

In the next decade, newspapers will face ever-growing competition for the time and attention of our readers. The new technology we've discussed will change our business more drastically than the conversion from hot-metal printing or any other technical evolution that we've experienced. But unlike those evolutions, if we don't take advantage of these new opportunities, those outside the newspaper business will.

Many people believe that the 1980s will deliver society into "The Information Age." If newspapers are alert, new technology has taken us to the threshold of a business limited only by our imaginative and creative capacities. □



The '80s: Technology

By Walter E. Mattson

The newspaper of 1989 will be a better paper than today's—better for its readers, advertisers, staff and investors. Still costing about half the price of a downtown mass-transit ride, it will nonetheless be the most reliable, comprehensive, convenient, stimulating and timely source of general information available.

Its improvements—and its continued low price—will flow from technological changes that are already in the making. Some will be obvious to readers and advertisers, while others will be "transparent."

The content of the 1989 daily will be improved because less time will go into the mechanics of the editorial process, leaving more time and energy for research and creativity.

Reporters and editors will "talk" their stories into a computer with sufficient voice recognition logic to "know" the vocabulary and voice idiosyncrasies of each reporter. Up to 10,000 words in the individual's ordinary writing vocabulary will be computer-recognized and translated into digital files for the host editing system. If the computer is confused by any special vocabulary required by the subject matter, it will interrupt the sender and ask for clarification or full spelling.

High-capacity mobile telephones and new lightweight portable terminals will allow reporters and photographers to communicate with their central news office from almost anywhere. Remote access to electronic newspaper "morgues" and to such computerized research services as The New York Times Information Bank will facilitate fact-finding in the field, giving journalists far more resource materials than they have today.

Photographs will be transmittable even from a phone booth to the newspaper's electronic darkroom. The digital camera will "speak" to computerized equipment used first to store photos and then to enable editors to select, size, crop, retouch and lay out the photo.

Editors will use their VDTs not only to edit stories and to select photographs, but also to check facts on a split screen against instantly retrieved information from the electronic "morgue."

Stories and pictures will be combined on the full-page layout system and placed under automatic layout control in the full-page output queue. Many pages, particularly those that are "formattable," like editorial and op-ed pages, will be produced entirely under algorithmic control. Other pages will benefit from preliminary computer layout; editors and designers will intervene manually only for final adjustments. "Soft" copies of key pages will be approved by the managing editor, who will scan them on a VDT.

All the communications available to writers, editors and photographers will serve advertisers, who will be intent on reacting

"We found it's improved our satellite reception considerably."

Mattson, president of The New York Times Co., is chairman of the ANPA Production Management Committee.

immediately to their own sophisticated sales and marketing information.

National display advertising frequently will be transmitted to the newspaper over a national, newspaper satellite facsimile circuit. It will be imposed using an advertising-dummy program, recognizing client preference about position and past location of ads.

Local display ads will arrive electronically; indeed, a local retail ad may be designed, illustrated, set, proofed and given its run order during one "phone call" between an advertiser and an ad-taker at their terminals.

Classified ads will be sold to be carried both by the newspaper and on a teletext system received in offices and homes on ordinary TV sets. Not only will an advertiser be able to zone an ad by neighborhood, but the ad can be field-designated so that a prospect will be able to ask for all the "three-bedroom ranch homes with fireplace, pool and two-car garage under $100,000 in southeastern Centerville."

At press time, the page queue—part of which will have been localized with community news and advertising—will be invoked and a stream of formatted news, display ads, graphics and classified pages will be transmitted directly to the full-page plate unit. A reuseable magnetic intermediary will be imaged, and it in turn will be used to make multiple press plates of each page, depending on the circulation requirements.

Facsimile transmission to remote printing plants will be commonplace as publishers use it to zone their editions and to shorten their truck routes. Fiber optics will carry some signals; others will go directly by private microwave to the plate exposure units, bypassing traditional photocomposition altogether. The offset press plates themselves will be imaged on recyclable material that can be cleaned, recoated and reimaged after each press run to minimize waste.

Press output will be fed to on-line inserting systems programmed to include zoned inserts on a geo-demographic basis. Output will be capped with laser-readable bundle wrappers produced as a byproduct of the computerized circulation information system. The bundles will be fully shrink-wrapped and routed to the correct trucks by laser readers.

Fewer people will be using superb equipment to create newspapers serving total family needs. In that direction will be found new opportunities for quality, service and profit: our goals today and tomorrow. □

Techniques to eliminate most static electricity

By Sandra L. Puncekar
presstime technical writer

In a newspaper computer environment, static electricity can be more than bothersome; it can create a variety of problems, from losing a few characters on a video display terminal screen to wiping an entire data buffer clean.

Static electricity, with the potential to generate several thousand volts, occurs whenever two different materials are rubbed together and then separated. Perhaps the most common example is when a person receives a static charge while walking across the floor. The static charge is picked up and held on the person's shoe, so that when he or she touches another object—like a metal cabinet or a VDT keyboard—a spark is emitted. People are not the only source of static electricity; paper tape punches and readers, line printers and disk drives can also cause electrical charges.

The likelihood of static electricity's being generated is directly related to the amount of humidity in the air and the floor coverings used. Some experts feel that the soles of shoes also affect the amount of static generated. This depends, however, on the material used for the sole, the method by which it was manufactured and the type of carpet with which it comes into contact. For example, a Neolite® sole may be non-static on an acrylic carpet, but static on a nylon carpet.

"Static," says Richard Cichelli, manager of the ANPA/RI Computer Applications Department, "is one of those technical difficulties for which there is no universal remedy."

Certain precautions can be taken by newspapers to reduce static, but those measures will not guarantee its complete elimination. Some static sparks are unique to a particular environment or to a piece of equipment, and solutions must be devised to handle these specific problems, usually by consulting with the manufacturer. The ANPA/RI Computer Applications Department is available on a consulting basis to assist ANPA-member newspapers with static problems.

Specific techniques can be employed to help create a relatively non-static environment. These include:

1. Grounding. Adequate grounding provides the best protection against signal interruption or possible damage from static electricity. Equipment manufacturers will specify the best possible grounding procedures for computer systems. In general, components for a front-end system have two grounds: a signal ground and a chassis ground. The signal ground is connected to a computer or controller, and should not be used to carry off static charges.

The chassis ground is the AC ground wire commonly connected to the round prong on a three-pronged plug. It should be the best ground within the system (have the lowest impedance), assuring that all static charges and other power disturbances exit the system through it.

The AC ground should be a separate wire within the wiring conduit. Some electrical systems in older buildings have only two AC wires—one hot and one neutral—and use the metal wiring conduit as the

ground. Such a ground is inadequate because the conduit may have a higher impedance than the signal ground, causing a static charge to travel over the signal ground and disrupt communications within the front-end system.

Individual units that are prone to static problems—particularly equipment that handles paper—should have special heavy grounds attached to any points of friction.

2. Humidity. Low humidity increases static build-up. If the relative humidity is maintained at 50 percent or more, it will greatly reduce static by increasing the conductivity of the air. ANPA/RI engineers recommend using a sling psychrometer to obtain the most accurate humidity reading.

Newspapers located in arid regions and those that require heating during the winter months should be particularly aware of low humidity.

Humidifiers can be installed in central heating and air-conditioning systems, but if this is not feasible, room humidifiers may be used.

3. Conductive flooring. Flooring should provide a path for static to discharge itself.

Some newspapers prefer hard-surface floor tiles, because of their generally low-static properties and easy maintenance.

In general, tile floors in a computer area should only be damp mopped, not waxed, as wax increases static buildup. However, for those who insist on waxed floors, conductive waxes are available.

Other newspapers choose anti-static carpet because it reduces noise and is more comfortable. Anti-static mats are often used in conjunction with hard-surfaced floors to reduce static near certain equipment.

A manufacturer may chemically treat a carpet to make it anti-static; however, carpet cleaners and/or heavy traffic may eventually remove the chemical.

Carpeting that has carbon or other conductive metals infused within its fibers will help to eliminate static charges by dissipating its build-up.

Anti-static mats may be connected to a grounding wire, or chemically treated, or carbon or metal infused, depending upon the manufacturer's design.

Newspapers should consult their computer or front-end systems manufacturer and a local floor and carpet contractor when considering which type of flooring to install.

One newspaper that has successfully dealt with the static problem is the Elkhart (Ind.) Truth, circulation 30,000.

According to Carl Tiedemann, director of property management, "When we installed our front-end system from ONE Systems Inc., we followed closely their recommended grounding procedures. A humidifier is located in our central heating and air-conditioning unit for the computer room, and we monitor the humidity closely, keeping it at 50 to 60 percent RH."

Faculty II anti-static conductive carpeting, manufactured by Lees Carpets, was chosen for the newsroom; it was obtained from and installed by a local distributor at about the same cost as regular, commercial carpet. This carpet also will be used in the classified advertising department once VDTs are installed there.

For the computer room, the Truth installed Armstrong Congoleum® tile because the newspaper felt it would be easier to keep free of dust and lint.

The Eugene (Ore.) Register-Guard, a 65,000-circulation daily, experienced problems with static electricity when it installed VDTs in areas with wool carpeting. Plant Engineer James Dougher says that treating the wool carpet with an anti-static chemical proved unsatisfactory, so several other steps were taken.

Compu-Carpet, a conductive carpeting manufactured by United Technical Products Inc., was installed in portions of the newsrooms, and Collins-Aikman conductive carpeting was installed in the city and copy desk areas as well as the computer room. An isolated, three-wire, AC circuit was run to every terminal, providing clean power and a direct ground. "Since taking these precautions," says Dougher, "we've had no static problems."

To overcome extreme static electricity in its computer room, the Register-Guard covered the walls as well as the floors with carpeting, and it put in a humidifier to maintain the relative humidity above 50 percent in the air-conditioned environment. □

ANPA/RI test of air filter is successful

By Joe Golant

The ANPA/RI Research Center has tested a low-cost electronic air filter which effectively eliminates ink mist and particulate matter from air ducts leading into areas that house electronic equipment.

Computers, phototypesetters, video display terminals, disk drives and electronic press controls are all susceptible to contamination by minute particles which can cause malfunctions and can shorten the life of the equipment.

The test involved a 1,400-cubic-feet-per-minute electronic air cleaner which is capable of filtering a 12,000-cubic-foot-area (for example, a room 50 feet by 30 feet, with 8-foot ceilings).

An ink mist concentration normally found in pressrooms without filtration equipment on the press units was blown

Testing electronic filters

through a duct and measured with a Gravimetric dust-sampling kit. Although below the permissible limit established by

Golant is publications specialist at the ANPA Research Institute.

OSHA, the concentration was sufficient to affect sensitive electronic equipment. The electronic air filter was then installed in the duct; the same concentration of ink mist was blown into the duct; but, this time, the air leaving the duct contained no measurable amount of ink mist.

It is important to protect electronic equipment from ink mist because the carbon in black newspaper ink is an electrical conductor. If allowed to accumulate on sensitive circuitry, the carbon can cause power failures, blackouts, shorts or arcing that would damage equipment.

Spreading mist

Newspaper printing inks, particularly in letterpress operations, can be misted in the pressroom. Some airborne ink mist may find its way through ventilating systems and opened doors to the editing, composing, computer and press-control rooms. The fresh-air intakes for these rooms are located on the roof, and in many instances they are close enough to the exhaust outlets from the pressroom to suck in ink mist and particulate matter. Fresh-air intakes also may draw in airborne pollutants from outside.

Although most pressrooms filter their exhaust air, and some newspaper presses are equipped with electrostatic demisters, sufficient contaminants still may find their way to other parts of the building. Inexpensive, residential-type electronic air cleaners like the unit tested will protect areas such as newsrooms and computer rooms.

The unit tested at ANPA/RI was manufactured by Sears, Roebuck & Co. and sells for less than $300. Also available are self-contained units that pull room air through electronic filters and return clean air into the room. About the size of a small desk, these units work well in areas where it is not possible to install a filter in the ductwork. However, electronic filters in incoming air ducts are most effective because they remove the contaminants before the air enters the room.

Several companies manufacture electronic air filters in a variety of sizes for different capacities. Newspapers should contact local heating and air-conditioning dealers for further information. □

Production Conference to stress workshops

The ANPA Board of Directors has approved a recommendation by the Production Management Committee to change the date for the Association's 1980 Production Management Conference to June 7-11 from the previously announced June 7-12.

The date change is the result of a new program format which shortens the Conference by one day and emphasizes increased participation through expanded workshop sessions which will be combined with the general sessions. Prospective dates for Conferences beyond 1980 have been similarly adjusted.

The 1980 Conference will be held at the Georgia World Congress Center in Atlanta, with the Atlanta Hilton and the Hyatt Regency Atlanta serving as co-headquarters hotels.

The Conference will feature workshops on three days instead of one. On Monday, Tuesday and Wednesday, a new general session covering an important aspect of the newspaper operation will be presented from 9 to 10:20 a.m. Three different workshops will be held concurrently from 10:30 to 11:25 a.m., and repeated from 11:35 a.m. to 12:30 p.m. Thus, newspaper representatives will have the opportunity to attend all three general sessions and a maximum of six out of nine workshops during the three mornings of the Conference.

Complementing the technical sessions will be the largest exhibit of newspaper systems and equipment ever assembled under one roof. Advance reservations for exhibit space already have exceeded last year's record-setting exhibition in Las Vegas, Nev.

The traditional Thursday morning session devoted to previews of future newspaper technology will be eliminated. According to Production Management Committee Chairman Walter E. Mattson, "The past Thursday sessions have pointed the way for advanced technology; we must now turn our attention to the practical development of systems to make that technology operational. Increasing the number of candid, substantive workshops at this year's Conference will help newspapers deal with the present and prepare for the future."

Specific topics for the general sessions and workshops will be announced at a later date. The hours for the equipment exhibition remain unchanged—from 11 a.m. to 6 p.m. Saturday and Sunday, and from noon to 6 p.m. Monday, Tuesday and Wednesday. □

Atlanta site of 1980 ANPA Production Management Conference

Reversed, discarded plate (right) can be used as dummy.

A money-saving idea on plates: Use reverse sides as dummies

An innovative, money-saving alternative to using new blank plates as dummy plates has been implemented by the Montgomery Advertiser and Alabama Journal. The medium-size circulation dailies are now using as dummies the reverse side of uncrimped aluminum plates which had been discarded because of copy corrections and changes, human error, etc.

Offset newspapers that run color must mount blank or dummy plates on the plate cylinder in areas where the color will not be used, a procedure that can be expensive.

Most newspapers use the same type of plate product for both their imaged and dummy plates, adding to their plate costs. Because dummy plates are blank, some newspapers have tried to cut costs by reusing unimaged plates or by using long-running stainless steel plates. However, dummy plates may become oxidized from reuse, a condition which cannot be detected before the press is started. Oxidized plates lose their receptivity to water, causing a light case of ink—called tinting or toning—to be printed over the entire page background.

Aluminum dummy plates that are reused also may crack at the crimped edges due to metal fatigue, causing the plate to come loose and possibly damage the blankets and newsprint web.

But at the Montgomery newspapers, aluminum plates that would have been discarded provide an economical solution, even though the first attempt was unsuccessful. According to Pressroom Superintendent Wilburn Davis, "We had merely crimped the plates and installed them on the press without further processing. Because the untreated reverse sides of the plates were more ink receptive than water receptive, tinting resulted."

The Advertiser and Journal then ran a discarded plate through their processor, developing and gumming the reverse side to clean it and make it water receptive. When mounted on the plate cylinder, the processed plate ran as well as a new dummy plate.

"We use a lot of color and run it on every shift on our Goss Cosmo 9-unit press. We save about $45 a day by using discarded plates for dummies," Davis reports.

For further information, contact Davis at the Advertiser and Journal, 200 Washington St., Montgomery, Ala. 36102; (205) 262-1611. □

Device gauges temp./humidity

Recent tests by the ANPA Research Institute have disclosed a reasonably accurate yet inexpensive hygrometer and temperature indicator for measuring relative humidity and temperature. This device provides an alternative to the more exact but cumbersome sling psychrometer.

Temperature and humidity can have an effect on equipment operations. Some manufacturers recommend that certain temperature or humidity specifications be met for proper equipment operations.

From January 1978 to June 1979, the ANPA/RI Research Center tested a certified hygrometer and temperature indicator (Model HTAB-176) manufactured by Abbeon Cal. Inc. The instrument's dial indicates a range of 0 to 100 percent relative humidity, as well as temperature readings of -20 to 100 degrees Celsius and 0 to 210 degrees Fahrenheit.

Although Abbeon claims an accuracy of within plus or minus 3 percent, test results showed—after calibration—that temperature measurements were accurate to within 0.1 degree Fahrenheit, while humidity measurements were within 0.3 percent relative humidity. Calibration is achieved by adjusting a screw on the side of the instrument to match a sling psychrometer's reading.

Abbeon's hygrometer is six inches in overall diameter with a five-inch dial. The casing is drilled for wall mounting. List price is $82.45.

ANPA/RI recommends that to ensure proper calibration, the hygrometer's readings be tested every three months against those of a sling psychrometer. Both instruments should be tested in the same location, due to the temperature and humidity differences in a room.

When choosing a specific area within a room for mounting the hygrometer, consideration should be given to drafts, bright sunlight and equipment.

For details, contact Abbeon Cal. Inc. at 123-124M Gray Ave., Santa Barbara, Calif. 93101; (805) 966-0810. □

The '80s: Employee relations

By Charles Cole

Practitioners of labor and personnel relations in the people-intensive newspaper business will have more opportunities than ever in the 1980s to make their contribution to improved newspapers and increased earnings.

Labor relations will be shaped principally by three ongoing factors: technology, governmental concern for employees and the consolidation of the graphic arts unions into a synergistic force. These factors, along with demographics, will inevitably affect the decision-makers in personnel relations.

The technology of the burgeoning micro-computer world has successfully invaded all newspapers to varying degrees, but it has created costly human problems that no amount of additional capital seems able to eliminate.

The problem is nowhere more apparent than with the excess number of production employees who, guaranteed lifetime employment, generally have refused termination incentives several times greater than current earnings. These employees show little interest in new career counseling and remain lodged predominantly in the employ of large-city newspapers—a condition that will remain with the business for most of the decade.

As newspapers everywhere begin to design their production around a central computer data-base system, the unneeded numbers increase. Each step forward in the evolving technology adds to excess production personnel, chiefly in those departments already overburdened with bodies. The profusion of immovable printers will remain through the mid-'80s. To these numbers will be added mailers and photoengravers.

Technology will not have a great effect on the numbers employed in the pressroom in the next 10 years, nor will the white-collar ranks be measurably disturbed. The need for computer and maintenance technicians will continue to increase.

Cole is ANPA manager/labor relations. Also contributing to this article was George D. Veon, vice president/human resources, Lee Enterprises Inc., Davenport, Iowa, and president, Newspaper Personnel Relations Association.

The 1970s saw the acculturation and assimilation into the newspaper business of an increasing number of minorities and women, and this will continue.

As the hand skills of the business diminish and the computer age rolls forward, the principle of "equal pay for work of comparable worth" will become a social concern, actively supported by government agencies and unions.

The relationship of job to work environment will transform into the relationship of job content to earnings. Broader job classifications than now typical will be but one step in equalization of pay for work of comparable worth.

The decade will not see the return in the graphic arts of a single union, a concept of the 1850s, but it will see a continuation of the trend that in recent years has resulted in the merger of several craft unions.

In the '80s, blue and white collar jobs will merge into "pink collar," further diminishing the craft or trade union concept of the business and accelerating the all-encompassing industrial union concept.

If the proposed merger between The Newspaper Guild and the International Typographical Union is finally consummated, some newspapers may challenge the representative status of the new union before the National Labor Relations Board on the ground that it is an entirely new entity which has not won bargaining rights over the employees that the pre-merger organizations represented.

The NLRB is being widely criticized by the U.S. circuit courts of appeal for failure to follow its own precedents, thereby leading to uncertainty in the law and arbitrary results in specific cases. Because the board is dependent on those courts for enforcement of its decisions, its effectiveness in enforcing the collective bargaining laws may be severely impaired in the 1980s if it fails to take a more even-handed approach.

The complex scheme of federal employment laws will continue to be a major source of interest and concern to newspaper management during the 1980s.

A key factor influencing the outlook for personnel relations in the '80s is the change in population growth and mix.

For example, the projected drop in the number of teenagers will cause personnel departments to work closely with circulation departments to develop new programs aimed at recruiting and retaining carriers.

The clue to where these carriers will come from is found in another population forecast—that the portion of the people in the United States age 65 and over will increase almost 20 percent in this decade.

Another population forecast of importance to personnel departments is that the age group 20-29 will be down 4.3 percent. It is this age group which traditionally supplies the entry-level persons for most newspaper jobs. The shorter supply suggests that many jobs will be filled by recruiting employees from other age groups.

With more than 70 percent of women in the 25-54 age group expected to be in the job market, another great challenge faces personnel managers. New programs will have to be designed to train women for traditionally male-occupied positions.

Tied with the prediction of more women in the work force are forecasts of a lower marriage rate and a higher divorce rate. The net result will be more single employees, which could influence fringe benefit programs. One possibility is the growth of flexible benefit programs where the individual employee has some options in benefits beyond basic programs.

Inflation will continue to be a significant factor for personnel. It will influence salary administration, retirement benefits, retirement age, cost of human resources and, most important of all, employee morale.

These and other significant trends will increase the professionalism of newspaper personnel departments. □

Employee who quit Guild keeps job

By Clark Newsom
presstime labor writer

A local union affiliated with The Newspaper Guild engaged in unfair labor practices when it sought the discharge of a circulation district manager of the Peoria (Ill.) Journal Star who had resigned from the union, according to a recent decision by an administrative law judge.

The hearing before Administrative Law Judge Platonia P. Kirkwood resulted from charges filed by the newspaper with the National Labor Relations Board alleging that the union had violated Section 8(b)(1)(A) and (2) of the Taft-Hartley Act.

The respondent union, Peoria Newspaper Guild Local 86, represents employees in the editorial and outside circulation departments of the newspaper.

The employee involved in the case, James Bushong, had joined the union in early 1975. The labor agreement between the company and union in force at that time contained a maintenance-of-membership and union-security provision which required employees who were or became members of the union to maintain their membership for the duration of the contract.

When that contract expired Nov. 15, 1977, the parties were still negotiating a successor agreement. At no time during the negotiations did they agree to continue the union-security clause beyond the expiration date of the old contract, Judge Kirkwood found.

A tentative agreement on a new contract was reached the night of Dec. 13, 1977, and its terms were ratified by the union's membership the morning of Dec. 16, 1977. The new contract, made for a term expiring Dec. 14, 1980, was executed and dated Dec. 21, 1977. The contract recites in its preamble that it was "effective Dec. 14, 1977," except for the section pertaining to salaries, which went into effect Dec. 1, 1977.

The contract contains a union-security clause identical to the one in the prior contract, which reads in the pertinent part: "All present employees covered by this Agreement, who are on the date hereof, or who during the term of this Agreement shall become, members of the Guild, shall maintain their membership for the duration of this Agreement. . . . Present employees covered by this Agreement, who are not members of the Guild on the date hereof, are not required as a condition of employment to join the Guild or maintain membership therein."

Meanwhile, on Dec. 13, 1977, Bushong mailed a letter to the union's president addressed to a post office box number, with a copy to the company, stating that he was resigning from the union "effective immediately."

The letter was sent certified mail, and the union president received a notice of mail arrival or attempted delivery on Dec. 14, 1977. The letter was actually picked up on Dec. 15 and hand-delivered to the union's president, who read it before the Dec. 16 ratification vote on the new contract.

At the time Bushong submitted his resignation, he was current in the payment of Guild dues through November 1977; and in January 1978, he paid dues for December 1977.

Bushong testified during the NLRB hearing that he paid the December dues, even though he considered his resignation effective Dec. 13, because he had been a member for part of the month and wanted to "square myself" with the union, and also because he had represented in his income tax return that he had paid dues for the entire year. He paid no further dues.

In a letter dated June 13, 1978, the union informed Bushong that he was "five months in arrears" and warned him that unless the dues were paid within seven days the union would demand his discharge under the union-security clause of the contract.

Bushong did not respond, and on June 20 the union wrote the Journal Star demanding his discharge. The company rejected the demand, and the union attempted to take its grievance to arbitration. However, meantime, the NLRB had

issued a complaint against the union. The company was unwilling to proceed to arbitration because of the pendency of the unfair labor practice proceeding. "And this is where the matter rested at the time of the hearing in this case," Kirkwood observed.

Kirkwood found that Bushong's compulsory union-membership obligations under the old contract lapsed on Nov. 15, 1977, and he could not thereafter be required to be a Guild member "unless and until he later again became bound by a contractual and statutorily permissible union-security obligation."

Kirkwood said that the primary question in the case was whether Bushong was subjected to a renewed obligation under the union-security clause of the contract executed Dec. 21, 1977.

"It has long been established," she said, "that the Act does not sanction the retroactive application of a union-security clause and that the date of a contract's execution, and not its retroactive 'effective' date, must govern the validity of such a clause even where the contract expressly provides otherwise."

Under the act, Kirkwood noted, employees may be subjected by contract to the obligation of paying union dues as a condition of employment only if they either are already members of the contracting union when the contract achieves binding effect, or if they are allowed at least a 30-day grace period to become members of the union.

"Here," she said, "neither of these prerequisites was met in the case of Bushong. The tentative agreement reached by the parties on the night of Dec. 13 was not a final one, but was conditioned upon its ratification by the Guild's membership. It did not become an effective contract binding on Bushong until its execution by the parties on Dec. 21, or at the very earliest, arguably, on Dec. 16, 1977, when it was ratified by the Guild's membership.

"Bushong's resignation, however, was submitted to the Guild and became effective *prior* to the contract's ratification. At that time, his status *viz-a-viz* the Guild was precisely the same as that of an employee who had never been a member of the Guild and who, under the statute, could not be subjected to a union-security obligation without being accorded the statutory grace period—a grace period for which the union-security clause here involved made no provision for employees in Bushong's category."

The Guild argued that Bushong's payment of December dues after he resigned was, in effect, a cancellation or recision of his earlier resignation, but Kirkwood found that the post-resignation payment of December dues "was not inconsistent with and did not impair the effectiveness of his resignation."

She concluded that Bushong resigned his membership at a time when no contract binding him to continued membership was in force; that he did not renew his membership thereafter; that he was not obligated by the union-security clause in the 1977-80 contract to maintain membership in or to pay dues to the Guild as a condition of employment; and that the Guild violated Section 8(b)(1)(A) and (2) of the act by threatening him with discharge and by attempting to cause the Journal Star to discharge him for nonpayment of dues.

(Peoria Newspaper Guild Local 86 and Peoria Journal Star, JD-805-79) □

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Pressmen awarded plate delivery work

The NLRB recently resolved a jurisdictional dispute between two local unions by awarding pressmen rather than paper handlers the work of delivering six-ounce offset printing plates from the platemaking room to the press units at the new plant of the Detroit Free Press.

"We reach this conclusion," the board said, "based on the Employer's preference and current practice of assigning the disputed work to these employees and the fact that such an assignment will result in greater efficiency and economy of the Employer's operations."

The involved unions were Newspaper Printing Pressmen's Union Local 13 and Paper Handlers and Plate Handlers Local 10. Both are affiliated with the International Printing and Graphics Communications Union.

The company filed charges with the NLRB after Local 13 threatened to strike if the work assignment issue was submitted to an arbitration proceeding involving Local 10. The board found "reasonable cause to believe" that Local 13 had violated Section 8(b)(4)(D) of the Taft-Hartley Act by threatening to strike and affirmed that the dispute was properly before it for determination under Section 10(k) of the act.

Both unions had legitimate contractual claims to the work, the board noted. Therefore, the "factor of contract" did not favor either group of employees.

In addition, no special skills were required to perform the work, and the factors of both industry and area practice were inconclusive, the board found.

The factor of job impact did not favor either group because both unions have job-guarantee clauses in their labor agreements.

The board agreed with the company that the factors of economy and efficiency supported assignment of the work to pressmen represented by Local 13. "Under the present assignment of the disputed work," the board noted, "employees represented by Local 13 receive negatives of the newspaper pages made by printers working at the Lafayette Street facility.

"These employees then prepare the offset plates from the negatives, carry them to the pressroom, and operate the presses. Thus, it is evident that employees represented by Local 13 perform every function necessary to complete the offset printing process at the (new) Riverfront facility.

"Local 10, by contrast, claims only that work involved in delivering the offset plates from the platemaking room to the press units. Under the letterpress process of printing newspapers employed at the Employer's Lafayette Street plant, the handling of the 40-pound lead stereotype plates is a function requiring the use of a conveyor system and nine full-time employees represented by Local 10. However, as the pressmen or platemakers can easily carry the six-ounce offset plates to the pressroom of the Riverfront facility, it is clear that platemaking work under the offset process is a function of minor significance and does not require the employ of any full-time platehandlers represented by Local 10.

"Therefore, we find that the factors of economy and efficiency of operations favor awarding the work in dispute to employees represented by Local 13."

(Detroit Newspaper Printing and Graphic Communications Union, Local No. 13, IPGCU and Detroit Free Press Inc. and Detroit Paper Handlers and Plate Handlers Local Union No. 10, IPGCU, 246 NLRB No. 77) □

District managers are supervisors of employee carriers, NLRB finds

The NLRB voted in late November not to review a regional director's decision that district managers of the Aurora (Ill.) Beacon-News are supervisors of employee carriers and therefore not to be included in a bargaining unit of circulation department employees sought by Chicago Typographical Union No. 16.

A Nov. 27 representation election had been scheduled for a unit of 14 full-time and part-time circulation clerks, but the union withdrew on Nov. 23 because the district managers had been excluded from the unit.

In his decision directing the election, the regional director in Chicago, Alex V. Barbour, noted that the division (district) managers recruit, interview, select and train the carriers, most of whom are junior high school students between the ages of 12 and 15.

The division managers are salaried, he noted, while the clerks in the department are on an hourly basis.

"The record clearly discloses that division managers exercise supervisory authority over the carriers," Barbour said.

Concerning the "employee" status of the carriers, Barbour noted that the written agreement between the publisher and the carriers specifies the route the carrier must service; requires that the charge for the newspaper may not exceed the rate established by the publisher; and requires "timely and effective" delivery.

"Moreover," Barbour said, "it is clear from the record that the work performed by the carriers is a part of the regular business of the Employer and that the Employer controls the manner in which and the means by which carriers are required to perform their work functions.

"The Employer determines the size of the assigned route and can split routes in addition to retaining proprietory interest in the distribution routes and in the right to service its subscribers. The carriers' earnings are determined by the size of the route, the number of papers they deliver and whether or not there is a route allowance; these factors are under the exclusive control of the Employer."

"Accordingly," he concluded, "I find that the carriers are employees within the meaning of the Act rather than independent contractors."

(Beacon Newspapers, Division of Copley Press Inc. and Chicago Typographical Union No. 16, Case 13-RC-15236) □

NLRB regional director dismisses union charges

The NLRB regional director in Phoenix, Ariz., recently refused to issue a complaint against The Arizona Republic and The Phoenix Gazette as requested by Mailers' Union No. 52.

The union charged that the company had violated Section 8(a)(5) of the Taft-Hartley Act by making a change in mailroom procedures and by refusing to process a grievance pertaining to the change.

Regional Director Milo V. Price, in a letter advising the union that he was refusing to issue a complaint in the matter, noted that in July 1979 the company had notified the union of its intention to change mailroom procedures, including the elimination of certain insert work. The changes were implemented last September and 15 mailroom employees were laid off.

Price noted that the company "did not actually remove 'insertion' work from the bargaining unit but, rather, merely changed its operation so that some of the 'insertion' work was no longer necessary.

"Furthermore," he said, "it is uncontroverted that some 'insertion' work had traditionally been done by newsboys or persons other than employees represented by the union. Accordingly, consent by the union was not required to make such changes."

An employer has a duty to bargain concerning changes, Price noted, but there was no evidence that the Mailers' Union had made such a request. "In this regard," he said, "although the union 'protested' the changes on Aug. 18, 1979, mere 'protests' do not constitute requests for bargaining."

He also noted that the union was advised of the change seven weeks prior to its implementation and thus had sufficient notice.

With respect to the allegation that the company had unlawfully refused to process a grievance, Price found no evidence that the company had refused to process other grievances. "It is well settled that the mere refusal to process one grievance does not rise to the level of an unfair labor practice," he said.

(Phoenix Newspapers Inc., Case 28-CA-5532) □

NLRB elections

Lancaster (Calif.) Antelope Valley Ledger-Gazette, ITU: Employees in two units voted Nov. 21 against representation by Bakersfield Typographical Union No. 439. A unit of non-mechanical employees voted 17-10 against the union and a unit of production employees voted 6-3 against further representation by the union in a decertification election. The union was certified in August 1978 to represent the production employees following an election in which they voted 8-0 in favor of the union. The ITU negotiated more than a year for an initial contract covering the production employees, but no agreement was reached. The 1979 elections resulted from a petition filed by the ITU to represent all employees, and a petition filed by the production employees for a decertification election. The petitions were consolidated by the NLRB.

(NLRB Case Nos. 31-RC-4578 and 31-RD-616)

Bloomington (Ill.) Daily Pantagraph, Guild: Employees in the newsroom, advertising, circulation, photo and maintenance departments voted 90-53 against representation by The Newspaper Guild in a Dec. 14 election.

(NLRB Case No. 33-RC-2525)

Meadville (Pa.) Tribune, ITU: Editorial department employees voted 9-4 against representation by Typographical Union No. 181 in a Nov. 15 election. Results of the election were certified.

(NLRB Case No. 6-RC-8578)

NIOSH asked to study VDTs for radiation

A coalition of unions which includes the Graphic Arts International Union, The Newspaper Guild and locals of the International Typographical Union has requested the National Institute for Occupational Safety and Health to conduct a study of radiation emissions from video display terminals.

NIOSH is the scientific support agency for the Occupational Safety and Health Administration.

Six AFL-CIO international unions and 25 local unions form the coalition.

NIOSH has not yet responded to the request. But the agency has agreed to an 18-month exploratory study to determine if VDTs cause eye and back strain, according to a statement issued by the Office and Professional Employees International Union.

In 1978 an arbitrator found in a case involving The New York Times that VDTs "do not pose any ocular radiant energy hazard" [ANPA Labor and Personnel Relations Bulletin 6496, page 77].

Meanwhile, the New York Committee on Occupational Safety and Health, an organization of union and public groups, is sponsoring a conference Jan. 19 in New York City on the effects of VDTs. □

New York Guild strikes foreign language daily

New York Newspaper Guild Local 3 has been striking the foreign language daily newspaper Il Progresso Italo-Americano since Dec. 2 in a dispute over terms of a new contract covering editorial and commercial employees.

Il Progresso maintains a business office in New York City, with editorial and production departments in Emerson, N.J.

The newspaper has continued publication with supervisory personnel putting out about 66,000 copies each day.

The old contract expired Dec. 31, 1977. □

Apprenticeship program violated act

In an unusual decision, an arbitrator has ruled that New York Mailers' Union No. 6 breached its duty of fair representation under the Taft-Hartley Act by adopting, implementing and enforcing a "special apprenticeship program" at the New York Daily News and The New York Times.

A union's duty of "fair representation" imposes the obligation to represent all employees in a collective bargaining unit fairly and impartially, even if they are not union members.

The decision last November stemmed from unfair labor practice charges filed with the NLRB by 24 mailers in late 1977 and early 1978. The NLRB regional director issued a complaint against the union —and the newspapers—and scheduled the matter for a hearing before an administrative law judge.

However, prior to the commencement of the hearing, the parties requested, and the regional director agreed, to defer the case to the arbitrator, Richard Adelman, who is the designated impartial chairman of the arbitration board under the collective bargaining agreement between the News, the Times and the union. The basis for deferral was that Adelman would exercise all the powers of an NLRB administrative law judge and decide the issues stipulated by the parties.

In relating the background of the case, Adelman noted that the union's president had since 1967 recognized that the union did not have a proper representation of minority members and had attempted to introduce programs that would increase the low percentage of minority membership. "Despite these attempts," Adelman noted, "no actual improvement took place."

In the early 1970s, the union, along with other unions, began to receive pressure from governmental agencies to increase minority membership. The problem was discussed at several meetings with the Equal Employment Opportunity Commission and newspaper management in early 1976.

The issue also was raised at the union's meetings, and the president of the union was finally given the authority to devise a program and present it to the membership.

At a union meeting on June 14, 1976, the members present approved the so-called special apprenticeship program designed to increase minority membership. Under the program, 10 persons a month beginning in June 1977 would be eligible to be placed at the bottom of the substitutes' list (known as the "A" list) at the News and the Times. Of the 10, three would come from minority groups and the other seven would come, on a first-come, first-served basis, from a list compiled by the union's president.

The president began taking names for the list at the end of the night meeting—and by the next day, he had collected about 150 names. "No formal written notice of the program was given," Adelman noted. "The only way the information was disseminated among mailers was by word of mouth."

The new apprenticeship program was implemented in May 1977. Previously, workers on what was known as the "D" list moved to the bottom of the "A" list if they earned 180 shifts in a calendar year. Workers on the "D" list soon noticed that persons who had been below them on the list, or even not on the list, had priority over them in the daily hiring "shape-ups." A group known as the "intervenors" in the arbitration proceeding hired an attorney and began legal proceedings.

The union was charged with violating its duty of fair representation under sections 8(b)(1)(A) and (2) of the act by adopting, implementing and enforcing the apprenticeship program in such a way as to deprive "D" list persons of their preferred job positions.

The newspapers were charged with violating sections 8(a)(1) and (3) by hiring persons in accordance with the union's priority procedures which resulted from the program.

Arbitrator Adelman concluded that the union and the newspapers had violated the act as charged.

"All persons on the 'D' lists, although not necessarily members of the union, were employees in the collective bargaining unit represented by the union and covered by a labor agreement which provided for a specified priority system," Adelman noted. "The program implemented by the union effectively deprived these employees of their former work opportunities and gave job priority to persons unconnected with the industry."

Because the "D" list employees were not members of the union, Adelman noted, they could not attend union meetings and did not have the same opportunity to enroll in the program as friends or relatives of union members.

Adelman found it necessary to examine the "A" lists to determine what changes were required in the lists as a remedy. With several exceptions, he found the new lists prepared by the publishers to be "fair and equitable" under the circumstances.

"These lists have the approval of the National Labor Relations Board and of the trial attorney of the EEOC," he said. "They appear to provide the 'D' list employees, in general, with the opportunity to earn income equivalent to what they earned prior to the expansion of the 'A' lists.

"It is true that some current 'A' list members will be provided with fewer work opportunities as a result of the changes in the 'A' list. This is unfortunate; however, for the past two years or more these employees have been able to earn amounts of income which they would not have been able to earn but for the union's breach of its duty of fair representation.

"I have reviewed the 'A' lists with the representatives of the parties. The minorities on the revised lists were assigned positions (with the approval of the trial attorney of the EEOC) that reflect the following factors, among others:

"(1) the length of time they have been shaping in the industry; (2) the frequency with which they shaped during that period; (3) whether they filed charges with the Commission prior to the institution of the current arbitration proceeding; and (4) a position which would enable them to work at least approximately the same number of shifts they had worked prior to the last revision of the lists." □

Discharge reduced to 2-month suspension

The discharge of an electrician for threatening a fellow employee at The New York Times was reduced to a two-month disciplinary suspension by Arbitrator Jesse Simons, with reinstatement the first of this year contingent on continuing good behavior over the next three years.

In reviewing the background of the case, Simons noted that in 1978 the Times established an "assessment program" to provide employees with a basis for self-improvement. Participation in the program was and is wholly voluntary.

In September 1979 the general foreman of the electricians was informed that there were four openings in the program for electricians. After explaining the program to the electricians, four of them volunteered to participate in a one-day session scheduled Oct. 22 at a motel in Ossining, N.Y.

A week before the seminar, one of the employees was told by the shop steward of Local 3 of the International Brotherhood of Electrical Workers that three of his co-workers had withdrawn from the seminar. The shop steward said that he had checked with officials of the union and had been informed that no electricians had previously participated in the program—and that the union did not want to "establish a precedent."

The employee then checked with his foreman and was told that the union had no objections to electricians participating.

The employee was the only electrician who attended the Ossining session. Upon completion of the seminar, after dinner, the employee went to the parking lot and found a handwritten note on the windshield of his car which read:

"I thought the Union Local 3 said
no Management school."

The employee reported the note to the director of the program, who said he would inform the police and the company's management of the incident. The employee then returned to his car and drove some 17 miles to his home. He was followed, and at times tailgated, by another auto for part of the trip.

The employee testified in the arbitration hearing that he had been apprehensive when he left to attend the Ossining session and felt that his co-workers might shun him or otherwise retaliate because of his participation. He also testified that the events on the night of Oct. 22 had frightened him and caused him to be concerned about his safety.

The grievant admitted that he had written the note and placed it on the windshield, but he denied that he was the one who had followed the employee.

No allegation was made to the arbitrator that the grievant's actions were undertaken in behalf of or at the direction of the union, or any of its officers or shop stewards.

"Grievant acted alone," Simons found, "on his own initiative." Clearly, he said, the grievant's action was "premeditated and planned," requiring him to go to Ossining, enter the parking lot and find the employee's car.

Placing the note on the windshield constituted "a veiled threat of physical intimidation," Simons said, and "undoubtedly was designed to coerce" the employee.

"There can be no question that grievant's actions fit clearly within the class of misbehavior characterized as gross misconduct, and as such, well warrants the most severe discipline," the arbiter said.

"Having concluded that grievant's actions constitute gross misconduct and that his actions were designed to be coercive and that their effects carry forward to the present, albeit latently, the undersigned would normally issue an award denying the grievance and sustaining the Times' dismissal because of the heinous nature of grievant's action, which falls clearly into the class of misconduct normally viewed as dischargeable misconduct, and indeed, it is so found and concluded.

"However, the union argued vigorously in behalf of grievant, stressing that during his 15 years of employment at the Times, he had never been warned, counseled or disciplined; that his attendance and punctuality were excellent; that he was a conscientious and competent electrician; that grievant should not lose his job because of a single, mindless act; that had the Times management met with Local 3 officers, the confusion and misunderstanding that arose in grievant's mind, and which motivated his conduct on Oct. 22, 1979 would have been obviated; that grievant had well learned his lesson, and that grievant ought to be given another chance; and finally, that grievant had given assurances that never again would he engage in such conduct.

"Fifteen years of service unmarred by prior discipline, and grievant's attitude of contrition towards the Oct. 22, 1979 episode, taken together with assurances of the union as to grievant's future conduct, are all mitigatory elements to which the arbitrator gives great weight, and the arbitrator is, therefore, persuaded that contingent reinstatement is appropriate here.

"However, the date of such contingent reinstatement is to be Jan. 1, 1980, and the period of time between grievant's dismissal and his reinstatement is to be noted in his personnel file as a disciplinary suspension, for indeed, loss of two months' pay is warranted so as to impress on grievant the gross nature of his misconduct.

"Having so concluded, and because of the wholly unacceptable nature of grievant's misconduct, and to assure that grievant's future conduct is exemplary, the arbitrator will, in the award section, note that grievant's reinstatement is contingent on his continuing good behavior over the next three years."

Simons also directed that the union give the grievant a copy of the award and designate a representative "to review it with him." □

F.I.C.A. wage base grows

The wage base for collecting federal Social Security tax increased Jan. 1 from a maximum of $22,900 in 1979 wages to $25,900 this year. The F.I.C.A. tax rate remains 6.13 percent.

Publisher wins dispute over electronic editing

A dispute between the Baltimore Sun and Typographical Union No. 12 over electronic copy processing was recently resolved in favor of the company by Arbitrator Samuel H. Jaffee.

The union claimed that the company had violated two sections (2.01 and 2.03) of the Jan. 1, 1977-to Dec. 31, 1979-contract which defined and outlined the jurisdiction of the union. (Jaffee noted that the contract would expire the month following his November 1979 award.)

The issue, according to the union, was whether work performed by various makeup editors fell within certain exceptions to the union's jurisdiction. The company, on the other hand, said the issue was "which employees should perform the physical setting of editorial changes or new heads created by the page makeup editors."

The parties had agreed in section 2.03 that the union's jurisdiction did not include "the operation or maintenance of CRT/VDTs in the editorial or classified department for editorial functions (including the editing on terminals of wire services without edited hard copy) prior to release for typesetting."

The union said the ultimate question was: After the makeup editors had exercised their judgment on writing heads or changing story length, "who is to perform the physical alterations after the copy has been released for typesetting?"

The company maintained that the union's jurisdiction ran only to "corrections," which it defined as typographical errors. But the union noted that section 2.01 referred to "correction, alteration, and imposition of the paste-makeup" and "all revisions, corrections and alterations."

The company contended that the union was trying to compare the old hot-metal system with modern electronic editing and to put undue emphasis on the words "prior to release for typesetting." The traditional functions of the page makeup editors were now performed automatically, the company noted, and the words "released for typesetting" constituted an anachronism because all copy could be manipulated many times electronically both before and after it came out of the Autologic APS 4-100 phototypesetter.

Jaffee agreed that the union's reliance on the words "released for typesetting" was "ill-founded."

"Resolution of this type of case is always far from easy," Jaffee said, "and the nature of this type of dispute requires some caution. Did the ITU, in effect, relinquish all that the company claims (apparently in return for guaranteed life jobs)? The company is correct, of course, in referring to the 'spirit' as well as the letter of the contract. However, there is substantial ambiguity here also.

"There is one circumstance where, in my view, a violation would not occur. This is where, though a story has gone through the APS, it is necessary to revise or update it because of new developments. In such an event, I believe the 'printers' (ITU) may not properly complain that others have used the Harris to make such a revision or updating."

The company contended that another "exception" should be added—the creation of new heads. The union claimed that changing a head was not "creative."

Jaffee ruled that the right to revise or update a story included the right to revise or update the head. □

ANPA study shows unit manning drop at larger papers

A study of labor contracts covering pressroom operations of newspapers with circulations 50,000 or more reveals that only 40 percent now require unit manning.

The study, which verifies a trend toward press manning reductions, covered 152 contracts with the International Printing and Graphic Communications Union on file with ANPA's Labor and Personnel Relations Department. Sixty-one of them still call for unit manning.

The remaining 91 contracts provide for room manning (a specified daily or weekly crew) or manning determined by the publisher, or they contain no manning clause.

Significantly, 88 of the current contracts have reduced manning from that specified in the preceding contract.

Only 35 contracts came through recent negotiations without reduced manning.

For more information, contact the Labor and Personnel Relations Department at The Newspaper Center. □

GAIU schedules referendum

Members of the Graphic Arts International Union will again have the opportunity to vote on a proposition to create an organizing fund by taxing members 50 cents per month. The union's international council voted unanimously to schedule a second referendum early this year.

Last year the proposition lost by a small margin—22,908 for and 23,145 opposed. □

Additional arbitration decisions

The New York Daily News, Stereotypers: James J. Healy resolved issues related to job guarantees for stereotypers and credit for shifts not worked because of the 88-day strike by pressmen in 1978.

The Courier-Journal and The Louisville (Ky.) Times, Teamsters: David L. Beckman ruled that the company was not required to give the union advance notice of overtime work when drivers delivering sections of the Sunday newspaper on Saturday afternoon ran into overtime.

The Detroit News, Teamsters: Charles M. Rehmus directed that a circulation department employee who had been discharged for his admitted participation in a scheme involving the theft and sale of coupons be reinstated, but without back pay.

(Full texts of the decisions are available upon request to the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

Union liability in wildcat strikes limited by court

The U.S. Supreme Court has ruled that an international union may not be held liable in damages for failing to use its best efforts to prevent or end unauthorized breach-of-contract strikes by its subordinate locals.

In its Dec. 10 decision, the court said that the legislative history of the Taft-Hartley Act indicates that Congress intended to limit the responsibility of unions for breach-of-contract strikes to cases where the union could be found responsible on the basis of an agency relationship. This ordinarily would require proof that the international had participated in or ratified the illegal work stoppage, the court said.

The case stemmed from a series of wildcat strikes by employees of the Carbon Fuel Co. in West Virginia between 1969 and 1973. The company filed suit against three locals subordinate to the United Mine Workers of America, its District 17 and the international itself.

A federal jury awarded the company damages of more than $722,000 against the three locals and judgments of $206,000 against the international and $242,000 against District 17. The award against the locals was premised on the "mass action" theory of liability, which presumes that a union is to be held responsible for the mass actions of its members, even if the actions had not been formally authorized.

The 4th U.S. Circuit Court of Appeals reversed the judgments against the international and district unions, observing that there was no evidence that those two entities adopted, encouraged or actively prolonged the strikes.

The Supreme Court affirmed that ruling. The court rejected the company's argument that congressional policy which favors arbitration of labor disputes creates an implied obligation on the part of the international union to try to prevent or end strikes by a local that was in breach of contract.

(Carbon Fuel Co. v. United Mine Workers, U.S. Supreme Court No. 78-1183) □

Judge finds job guarantees expire with labor agreement

A federal district court judge ruled Nov. 28 that "lifetime" job guarantees granted under a 1974 side agreement between The Cincinnati Post and Typographical Union No. 3 expire with the basic contract on March 1, 1981.

The ruling by Judge Timothy Hogan came two days after Attorney General Benjamin R. Civiletti approved a merger of the non-editorial operations of The Cincinnati Enquirer and the Post. (See story, page 19.)

The 1976-81 contract referred to the side agreement and affirmed that it "remains in effect," Hogan noted. The agreement was to extend to each named printer employment for the remainder of his working life.

The judge agreed with the Post that the side agreement could not stand by itself but was dependent on the master agreement for the terms and conditions of employment.

"To enforce beyond March 1, 1981 would be judicial contract writing and not judicially acceptable," he said.

He went on to rule that E. W. Scripps Co., owner of the Post, "must pay the printers weekly the wages as provided in the present collective bargaining agreement until its termination on March 1, 1981."

Hogan also ruled that the printers need not seek or accept other employment. "If they do and receive remuneration," he said, "the remuneration (interim—3/81) is a credit on a person-by-person (individual printer) basis."

In a related case, Hogan denied an order sought by Post pressmen to block implementation of the joint operating agreement between the two newspapers. "More people will be hurt than helped if this operation is delayed any longer," he said in his Dec. 5 decision. "In this case, we have to look at what will happen to a lot of people other than the 35 pressmen in this suit."

The Enquirer began printing the Post Dec. 7. On Dec. 10 the pressmen voted to accept a termination agreement offered by the Post.

(Heheman et al. v. Bell et al., USDC Southern Dist. Ohio, Western Div., No. C-1-77-767) □

Recent contract settlements

The Columbus (Ohio) Dispatch, GAIU: Three-year contract signed retroactive to Feb. 16, 1979.

The Columbus Dispatch, Teamsters: Three-year agreement signed effective Sept. 15, 1979.

San Diego Union and Tribune, IPGCU; Two-year agreements signed covering pressmen and paper handlers, and platemakers. Both contracts were retroactive to Aug. 6, 1979.

Kansas City (Mo.) Times and Star, Mailers: Two supplemental agreements amended and extended the contract to Aug. 15, 1980.

Kansas City Times and Star, GAIU: Three-year agreement covering platemakers effective Oct. 6, 1979.

Cincinnati Enquirer, ITU: Wage reopener granted increases effective March 1, 1979 and March 1, 1980.

The Toronto Star, GAIU: Two-year agreement retroactive to Jan. 1, 1979.

The Arizona Republic and The Phoenix Gazette, IPGCU: Three-year agreement covering platemakers retroactive to Oct. 1, 1979.

(Details in ANPA Labor and Personnel Relations Department Labor Letter No. 1594, Dec. 10, 1979.) □

The '80s: Newsprint

By Joseph F. Prendergast Jr.

Newspaper executives looking for a modicum of stability in the price of newsprint in the 1980s after the soaring '70s may have reason to take heart in the recent settlement of a paper-industry labor dispute.

The return of workers to MacMillan-Rothesay's newsprint mill in St. John, New Brunswick, in early November, marked not only the end of a seven-month strike, but also the beginning of a new 5 1/2-year contract. The length of that contract is significant; previous contracts usually have been for two or three years.

Although it is not possible to say whether this particular settlement will provide a pattern for the paper industry for this year—when contracts expire at 46 North American mills—and beyond, it is safe to assume that newsprint companies are studying the pact line-by-line. Adoption of this kind of long-term agreement is urgently needed to rein in runaway newsprint prices.

Entering the '80s, all North American newsprint mills are operating. While this marks the first full operation since July 1978, it does not mean an immediate return to a comfortable supply/demand situation.

Resumption of production at the MacMillan-Rothesay mill should ease the supply situation directly for MacMillan-Rothesay customers and indirectly for others. But, overall, newsprint supply will be tight, at least through the first half of this year as newspapers work to rebuild inventories.

The tight supply and rising price of newsprint have sparked new attention to conservation. The number of steps taken to conserve newsprint in 1973—during another tight supply period—undoubtedly has grown. Because of the high price, those conservation efforts will continue even if supply stabilizes.

One consequence of the tight newsprint supply situation that should not become a fixture, however, is the importation of newsprint from abroad. Newsprint was imported last year, for the first time since 1976, as a temporary remedy. It should not continue very long into the 1980s.

Prendergast is ANPA manager, newsprint/traffic.

It is highly desirable that newsprint capacity be well above the projected demand trend line to provide a cushion against major newsprint mill strikes or transportation disruptions. Although capacity figures are not projected for the entire decade, figures that are available reveal an accelerating expansion over the next few years.

A Canadian Pulp and Paper Association's study forecasts North American newsprint capacity growing at an annual rate of 3.4 percent during 1978-81. In the previous five years, North American capacity grew at an annual rate of only 1.7 percent.

U.S. expansions are expected to add to newsprint capacity at an annual rate of 6.6 percent through 1981, while Canadian expansion is forecast at 2 percent a year. This follows the recent historical trend of capacity growing at a faster rate in the United States than in Canada. During the past 20 years, when North American capacity increased at an annual rate of 2.4 percent, U.S. capacity grew 3.8 percent annually, Canadian 2 percent.

Based on confirmed capacity expansion plans, ANPA has determined that between 1980 and 1983 the newsprint industry will add one new mill and six new machines. Two machines will be converted to newsprint production and five will be speeded up.

By 1982, North American newsprint capacity should reach approximately 16.4 million short tons. But how does that fit into demand trend projections?

ANPA's economic consultant, Dr. Jon G. Udell, projects U.S. newsprint consumption for 1985 at 12.5 million short tons. If it is assumed that in 1985 Canada will consume 1.2 million short tons, and the demand from overseas will be 1.2 million short tons, the total demand for North American newsprint will be 14.9 short tons.

Therefore, assuming all the planned capacity comes on stream as scheduled, the capacity to meet 1985's demand should be in place by 1982, with enough extra to meet inventory needs. Udell's estimates are a trend projection. During a prosperous year, newsprint consumption can be expected to be well above the trend line; during an economic slump, consumption

can dip beneath the line.

Additional capacity under current consideration, but not committed, would add another 1.2 million short tons.

The most desirable situation for the future would be:

- mills located close to newspapers
- mills using less costly machinery
- mills producing newsprint from a raw material available in the area.

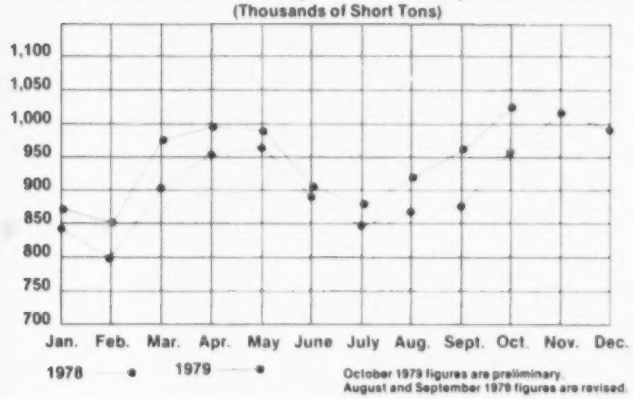
Kenaf, a fast-growing, fibrous plant, is being investigated with that dream in mind. Right now, kenaf testing is in progress. We now know paper can be made from it. By the mid-'80s, we may see kenaf used as a supplemental fiber source to wood or waste paper at existing virgin or recycling mills.

The 1980s also should see an increase in the use of lighter-weight newsprint. The recently signed General Agreement on Tariffs and Trade provides that as of the beginning of this year, all newsprint may be imported into the United States duty-free regardless of basis-weight.

Many publishers do not want any further reduction in basis-weight until quality is improved. But others, who have been interested in using lighter-weight newsprint but have held back because of the tariff restrictions, now have the go-ahead they have sought. □

Estimated U.S. Newsprint Consumption 1978-79

(Thousands of Short Tons)



October consumption up 5%

Estimated newsprint consumption by U.S. daily newspapers last October was 779,539 short tons, an increase of 5 percent over October 1978's 742,652 short tons.

October 1978 newsprint consumption was depressed because of newspaper strikes in New York City. Adjusting for the strikes, U.S. dailies last October consumed 2.1 percent less newsprint than the previous October.

On the other hand, last October contained one fewer Sunday than October 1978, which means that in this respect, comparative figures may understate October '79 consumption by 2 to 3 percent.

Stocks of ANPA-member newspapers included in the statistical sample dipped to 30 days' supply at the end of October, compared to 42 days a year ago and 33 days at the end of September. The 30-day supply represented the lowest level since 1973 when 28- and 29-day supplies were common. □

Newsprint notes

ANPA's Newsprint Committee will receive a report Jan. 11 from the newsprint manufacturer cooperating in the Association's project to test **kenaf**, a fibrous plant, as a substitute or supplement for wood in the manufacture of newsprint.

A successful newsprint mill test on kenaf was conducted in mid-November, and the newsprint manufactured with kenaf has been run on presses at six newspapers [**presstime**, November, page 11].

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To assist newspapers during tight **newsprint supply** situations, ANPA has reprinted its "Special Report—Newsprint Conservation Methods."

First issued in 1974, the report contains suggestions received in a survey of the membership. The reprint is being distributed to all ANPA-member newspapers on the recommendation of the Association's Newsprint Committee. Extra copies of the publication are available from the ANPA Public Affairs Department at The Newspaper Center.

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British Columbia Forest Products Ltd.'s plan to develop newsprint manufacturing and sawmill facilities at Hurdy, Alberta, has been approved by the Alberta provincial government.

The $230 million (Canadian) program will include construction of a newsprint mill with a 193,000-short-tons-per-year capacity with thermomechanical pulping and two large sawmills.

Construction of the newsprint mill is expected to begin in 1983 with start-up scheduled for 1985.

British Columbia Forest Products is currently installing a newsprint machine at its Crofton, British Columbia, mill. Its capacity will be approximately 193,000 short-tons per year. Production is expected to begin in 1982 [**presstime**, November, page 58].

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International Paper Co. is expected to decide sometime this year whether to close or modernize its Mobile, Ala., pulp and paper mill. The mill produces newsprint, kraft paper and white paper. High production costs and environmental problems prompted the review.

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The Association of American Railroads has begun offering a **winter weather briefing service** that newspapers may find useful in keeping track of newsprint shipments by rail. To receive the daily report, call (202) 293-3970. For written copy, Telex 8513 or TWX 710-988-5956 or 910-221-2115; the code word "RAIL" must be used. For more information, contact ANPA's Newsprint/Traffic Department. □

Estimated newsprint consumption of U.S. daily newspapers[1]

Region	October 1979 (Short Tons)	October 1979 (Metric Tons)	October 1978 (Short Tons)	October 1978 (Metric Tons)	% Change
Northeast	192,891	174,986	159,300	136,350	+20.5
North Central	193,504	175,544	201,871	183,098	-4.1
South	226,950	205,886	226,662	205,624	+0.1
West	166,194	150,768	163,859	148,650	+1.4
October totals	779,539	707,186	742,652	673,722	+5.0
Circulation size					
Up to 25,000	69,729	63,257	67,313	61,085	+3.6
25,001-100,000	130,806	118,665	135,212	122,682	-3.3
Over 100,000	579,004	525,264	540,127	489,995	+7.2
October totals	779,539	707,186	742,652	673,722	+5.0
Ten-month totals	7,117,195	6,456,844	6,869,181	6,249,818	+3.3

Estimated newsprint consumption of all U.S. users

	1979 (Short Tons)	1979 (Metric Tons)	1978 (Short Tons)	1978 (Metric Tons)	% Change
August totals	912,000(r)	827,000(r)	859,000	779,000	+6.2
Eight-month totals	7,296,000(r)	6,619,000(r)	7,041,000	6,387,000	+3.6
September totals	952,000(r)	864,000(r)	870,000	789,000	+9.4
Nine-month totals	8,248,000(r)	7,483,000(r)	7,911,000	7,176,000	+4.3
October totals	1,023,000(p)	928,000(p)	958,000	869,000	+6.8
Ten-month totals	9,271,000(p)	8,411,000(p)	8,869,000	8,045,000	+4.5

Production

	Canada (Short Tons)	Canada (Metric Tons)	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	North America (Short Tons)	North America (Metric Tons)
October 1979	839,310	761,469	371,189	336,737	1,210,499	1,098,146
October 1978	854,991	775,626	326,703(r)	296,360(r)	1,181,694(r)	1,072,008(r)
Increase or decrease	-15,671	-14,217	+44,486	+40,357	+28,815	+26,140
	-1.8%	-1.8%	+13.6%	+13.6%	+2.4%	+2.4%
Ten months 1979	7,975,060	7,234,856	3,387,826	3,073,386	11,362,886	10,308,242
Ten months 1978	8,152,892	7,405,254	3,137,583(r)	2,846,368(r)	11,300,475(r)	10,251,622(r)
Increase or decrease	-187,832	-170,398	+250,243	+227,018	+62,411	+56,620
	-2.3%	-2.3%	+8.0%	+8.0%	+0.6%	+0.6%

Shipments

From Canadian mills	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	Canada (Short Tons)	Canada (Metric Tons)	Export (Short Tons)	Export (Metric Tons)	Total (Short Tons)	Total (Metric Tons)
October 1979	615,875	558,713	96,270	87,335	145,697	132,174	857,842	778,222
October 1978	635,354	576,384	95,132	86,302	137,942	125,139	868,428	787,825
Ten months 1979	5,778,335	5,242,019	861,899	781,902	1,318,531	1,196,151	7,958,765	7,220,072
Ten months 1978	5,942,773	5,391,193	828,753	751,378	1,395,442	1,265,925	8,166,468	7,408,496
From U.S. mills								
October 1979	360,011	326,597	-----	-----	10,691	9,699	370,702	336,296
October 1978	320,536(r)	290,785(r)	-----	-----	11,765	10,673	332,301(r)	301,458(r)
Ten months 1979	3,311,442	3,004,090	-----	-----	74,666	67,737	3,386,108	3,071,827
Ten months 1978	3,059,742(r)	2,775,751(r)	-----	-----	87,382	79,271	3,147,124(r)	2,855,022(r)
From North American mills								
October 1979	975,886	885,310	96,270	87,335	156,388	141,873	1,228,544	1,114,518
October 1978	955,890(r)	867,169(r)	95,132	86,302	149,707	135,812	1,200,729(r)	1,089,283(r)
Ten months 1979	9,089,777	8,246,109	861,899	781,902	1,393,197	1,263,888	11,344,873	10,291,899
Ten months 1978	9,002,515(r)	8,166,944(r)	828,253	751,378	1,482,824	1,345,196	11,313,592(r)	10,263,518(r)

Stocks

U.S. publishers[2]	(Short Tons)	(Metric Tons)	(Days' supply on Hand)	(Days' supply in Transit)
October 1979	643,806	584,051	24	6
October 1978	840,350	762,353	34	8
Canadian mills				
October 1979	219,581	199,201	—	—
October 1978	278,553	252,699	—	—
U.S. mills				
October 1979	24,023	21,793	—	—
October 1978	24,041	21,809	—	—

[1] Based on stratified data from ANPA-member newspapers in statistical sample

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) revised
(p) preliminary

Newsprint mill gets Canadian grant

Consolidated-Bathurst Inc. has announced it will spend $24.7 million over the next two years to build a new facility to produce sulphite pulp for the manufacture of newsprint at its Laurentide Division in Grand'Mere, Quebec.

A fourth of eligible project expenses will be borne by the government under a joint federal/provincial program for modernization of Canada's pulp and paper industry. The $5.5 million grant for this project is the first in Quebec to be approved under the program [**presstime**, November, page 58].

A new "very high yield" pulping process, developed by Consolidated-Bathurst, will replace conventional sulphite pulping at the facility. The new process is expected to improve wood fiber utilization in relation to pulp produced from about 50 to 85 percent. Sulphite pulp comprises 21 percent of the basic material for newsprint made there.

Construction will begin in the spring. □

Paperwork war update: Papermakers winning

The Carter administration may have gotten an assist from an unexpected corner in its war on excessive federal paperwork.

The Federal Register, the daily compilation of federal rules and regulations proposed and promulgated, has fallen victim to the tight supply of newsprint. A notice on the front of one section of the Dec. 17 edition explained: "Due to a shortage of newsprint, today's Federal Register is printed on a higher quality paper. As supplies become available, the Federal Register will resume the use of newsprint."

Wordy federal bureaucrats should be advised that the experience of newspapers recently has shown that where there is a newsprint shortage, conservation measures cannot be far behind.

They can use a little tightening up of their prose. The Dec. 17 edition—not an unusual one except for the paper it was printed on—ran to 1,179 pages. □

newspaper notes

Offer made for Canada's F.P. newspapers

Conrad Black, who heads the Argus Corp., one of Canada's largest holding companies, has made an offer to purchase F. P. Publications Ltd., the third-largest Canadian newspaper group.

The reportedly $102-million offer by Black and his partners was considered by the F. P. Board of Directors Dec. 12 in Toronto. F. P. is controlled by several families and trusts.

F. P.'s holdings include the Calgary Albertan and The Lethbridge Herald in Alberta; The Vancouver Sun, The Daily Colonist, Victoria, and the Victoria Times in British Columbia; The Winnipeg Free Press in Manitoba; and the Ottawa Journal and the Toronto Globe and Mail in Ontario. F. P. closed The Montreal Star last September, citing heavy financial losses. The Star had been unable to regain circulation lost during an eight-month strike that ended in February 1979.

Black owns a group of small daily and weekly newspapers in western Canada. One of his partners in the bid for F. P. is John W. H. Bassett, former owner of the defunct Toronto Telegram. □

Gannett claims first in daily circulation

Who's on first?

Gannett Co. Inc. Chairman and President Allen H. Neuharth believes that his company has reached the top among newspaper groups in total daily circulation. Neuharth told Gannett executives Dec. 13 in Washington that with the recent acquisition of the Independent-Journal in San Rafael, Calif., Gannett—with total daily circulation now at 3.52 million—has surpassed Knight-Ridder Newspapers by some 30,000.

Informed of the Gannett claim, Knight-Ridder Director of Corporate Relations C. Patrick O'Donnell replied, "We are really much more interested in being the best than being the biggest. But I'm not sure we're not (still) the biggest." □

Suggestion Box

Alongside the nameplate of the Woodbridge (Va.) Potomac News is an ear which indicates the total value of coupons to be found in each edition.

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Many newspapers find that a switch to editing terminals initially results in an increase in errors. To offset this, Wendell Harbert, general manager of the Manassas (Va.) Journal Messenger, used the services of a retired staff member to note the errors in each edition. Errors were the subject of staff briefings over a period of three months and were reduced to a minimal level.

Recent acquisitions

Cox Enterprises, Atlanta, acquired Tempe (Ariz.) Daily News, circulation 12,000.

Pioneer Newspapers Inc., Seattle, Wash., acquired the Bemidji (Minn.) Pioneer (owned by Scripps-Ifft Newspapers Inc., Pocatello, Idaho), daily circulation 7,000.

Laurel Publications Inc., a newly-formed Pennsylvania corporation, acquired The Danville (Pa.) News (owned by Progressive Publishing Co.), daily circulation 4,430.

Gannett Co. Inc., Rochester, N.Y., is acquiring the San Rafael (Calif.) Independent-Journal, daily circulation 47,000.

Donrey Media Group, Fort Smith, Ark., is acquiring Lompoc Record Publications, publisher of Lompoc (Calif.) Record, daily circulation 9,000.

Ingersoll Publications Co., Sharon, Conn., acquired Transcript Publishers Association Inc., publisher of North Adams (Mass.) Transcript, daily circulation 13,000. □

Chicago Tribune's Kirkpatrick receives Fourth Estate Award

Clayton Kirkpatrick, president of the Chicago Tribune, received the National Press Club's Fourth Estate Award at a Dec. 11 dinner in Washington.

The award has been conferred annually since 1973 on individuals who, in the opinion of the club's board of governors, have "achieved distinction for a lifetime of contributions to American journalism." Recommendations are made by a nine-member committee representing all branches of the news media.

Kirkpatrick started with the Chicago Tribune in 1938 as a reporter, in which capacity he won national awards for investigative reporting and journalistic merit. In 1969, he became editor of the Tribune and last year was named president. □

CBS Inc. acquiring Family Weekly magazine

Family Weekly, a Sunday magazine carried by 352 newspapers, is being sold to CBS Inc. for $50 million. The sale is expected to be consummated this month.

The current partner-owners of Family Weekly Inc. are Small Newspapers Inc. of Kankakee, Ill.; the Donrey Media Group of Fort Smith, Ark.; Hoiles Freedom Newspapers of Santa Ana, Calif.; and Howard Publications of Oceanside, Calif.

Founded in 1953, Family Weekly grossed $70 million in advertising revenue in 1978, according to the Publishers Information Bureau. The combined circulation of its subscriber-newspapers is in excess of 12.2 million. □

Groovy? Possibly!

Time Inc. hopes it comes up smelling like a rose in its effort to add sound to sight.

The company is investigating the feasibility of imprinting audio grooves onto the pages of Time magazine—both editorial and advertising matter. By passing a small scanner device over the grooves, one would pick up the recorded voice or other sound. □

newspaper notes

Action line reporters seek new funding from newspapers, other media

The Action Line Reporters Association will be seeking funds for its annual conference from newspapers, broadcast stations and certain other potential sources —but not businesses operating beyond the media realm.

Herbert Brown, association chairman and action line editor for The Press in Atlantic City, N.J., says the group decided to move away from non-media business sponsorship so it "won't be ingratiated to any one particular corporation."

Corning Glass and American Express sponsored the first two conferences, in 1978 and 1979 respectively.

Brown adds that the group hopes to generate enough money to start an association newsletter and to establish a clearinghouse of information for the approximately 450 print and broadcast action line reporters around the country. □

Hawaii press, judges discuss closed courts

More than 40 Hawaii judges, including Hawaii Supreme Court Chief Justice William S. Richardson, joined media personnel, attorneys, educators and students Dec. 1 in Honolulu to discuss the issue of closed courtroom proceedings.

The forum was sponsored by the Hawaii Committee for the Humanities and a number of news organizations.

Several of the judges who attended have presided over hearings closed in the wake of the U.S. Supreme Court's decision in *Gannett v. DePasquale*. □

'Tell it to the Ayatollah'

Readers of the Evening Independent in St. Petersburg, Fla., flooded the newspaper with messages protesting the holding of American hostages in Iran after editor Robert M. Stiff issued a front-page invitation to "Tell It To The Ayatollah" (Khomeini).

The newspaper promised to send the letters, at its expense, to the Iranian Revolutionary Council after clearing the idea with Secretary of State Cyrus R. Vance. □

Federal judge orders McGoff to comply with SEC subpoenas

A federal judge in Washington has ordered Michigan publisher John P. McGoff and two of his firms to comply "immediately" with subpoenas issued by the Securities and Exchange Commission for financial and business records.

In his Dec. 12 ruling, U.S. District Court Judge Gerhard Gesell also said that McGoff would not have to release documents "exclusively concerning the writing and source of news."

McGoff lawyer Raymond G. Larroca called the SEC subpoenas "an unprecedented, massive invasion into the press, political and associational rights of a publisher." He said that an appeal of the ruling and a motion to stay the judge's order, pending disposition of the appeal, have been filed in the U.S. Court of Appeals, District of Columbia Circuit.

McGoff has opposed the subpoenas on grounds that they violate his First, Fourth and Fifth Amendment rights [**presstime**, December, page 13]. □

Cost and revenue forms mailed to U.S. dailies

For the first time, the Inland Daily Press Association is inviting every daily newspaper in the United States to participate in its annual cost and revenue study.

The study, produced in 1980, will contain 1979 financial year figures. Participating newspapers will not be identified by name.

Inland has mailed forms for the study to all U.S. dailies. The deadline for returning them is March 10.

For more information, contact the Research Department, Inland Daily Press Association, 100 West Monroe, Chicago, Ill. 60603; (312) 782-0513. □

Ouch!

The Nov. 21 edition of the weekly Minnesota Newspaper Association Bulletin carried this message: "Happy Thanksgiving to those of you who get the bulletin by first-class mail. Merry Christmas to those of you who don't."

Minority employment survey

The American Society of Newspaper Editors' third annual survey on minority employment by newspapers is being mailed to all U.S. dailies. The forms are to be returned to the Gannett Urban Journalism Center at Northwestern University by Jan. 21. □

The flip side wasn't a hit

The back page of the October edition of the Colorado Editor, the monthly publication of the Colorado Press Association, was printed upside down.

No, it wasn't a mistake. Yes, it prompted comments and probably confusion.

In its November issue, Colorado Editor hastened to explain that the design idea originated with Edmund C. Arnold, professor in the Department of Mass Communications at Virginia Commonwealth University, and "a bunch of Swedes from Sweden." Their belief is that "a story jumped from the front page to an inside page leads the reader to the inside page position and then many readers just kept going, never returning to the early pages, thus missing all the good information and paid advertising printed earlier," according to Colorado Editor.

By putting jumps on the back page, printed upside down, readers would flip their newspaper upside down to follow jumps, then flip them rightside up to continue reading the front page—or so the reasoning went.

For whatever it's worth, the November edition of Colorado Editor contained **no** front-page jumps. □

ANPA Board approves 1980 program

The ANPA Board of Directors at its December meeting adopted a 1980 budget for the Association based on anticipated total revenue of $5,785,350 and calling for expenditures of $5,737,200 to continue existing Association programs and services and to initiate some high-priority new programs.

The new dues formula adopted by the membership at last April's Convention became effective Jan. 1 and will generate about $277,000 in additional revenue. That new formula provides for a restructuring of the dues which provide most ANPA revenues in a manner which the membership felt would be better balanced and more fair to newspapers of all circulation sizes. Under the new formula, dues will increase for some member newspapers and decrease for others (in no case changing more than 10 percent in 1980), and remain essentially unchanged for others.

Complete data about the new formula was provided each member before the April Convention vote of approval. Assistant General Manager Thomas C. Fichter, who also serves as vice president/comptroller, can respond to any questions remaining about the effect of the new formula on any member newspaper.

Among the program decisions made by the Board for 1980 were:

- **Presstime** will continue on a monthly frequency rather than shifting to biweekly
- An experienced personnel relations expert will be added to the staff of the Labor and Personnel Relations Department
- A telecommunications expert will be added to the staff to advise on technical, economic and marketing aspects of new information technologies and to assist the Telecommunications Committee in its work
- A start will be made at the Research Institute on a new ink-research project which is expected to be a multi-year undertaking
- Satellite communications, press design and kenaf research funding will be increased
- Dates of the 1980 Production Management Conference will be shortened from June 7-12 to June 7-11. (See story, page 45.)

In addition to new activities such as those above, the 1980 budget will allow ANPA to continue its level of operations in all present activities—particularly those of training, government relations, labor relations, technical development, court defenses of the First Amendment, world press freedom, meetings and information sharing throughout the newspaper business. □

Maguire appointed ANPA vice president

W. Terry Maguire, who joined the ANPA staff last year as associate general counsel, has been named by the ANPA Board of Directors to serve also as vice president/legal and government affairs.

"Since the first day he joined the staff, Terry Maguire has been an effective coordinator of and advisor on the Association's many legal and government concerns," said ANPA Executive Vice President and General Manager Jerry W. Friedheim. "This new position for him will enhance not only those departments for which he is directly responsible but also the entire Association staff."

Maguire is a 1969 graduate of Brown University. He received a J.D. degree from the National Law Center of George Washington University in 1975. He also has done graduate study in communications at American University. Before joining ANPA he was general counsel of the National Newspaper Association.

He is a member of the District of Columbia and Florida Bars and is admitted to practice before the federal courts of Washington, D.C. He serves on the advisory board of the Media Law Reporter.

Maguire and his wife, Elizabeth, live in Washington, D.C. □

Casey named manager of government affairs

Martin Casey has been appointed manager of the ANPA Government Affairs Department.

Casey, a graduate of Colorado State University who received his master's degree in journalism from the Medill School of Journalism, Northwestern University, was a reporter for the Waterloo (Iowa) Daily Courier, 1963-65, and for The Dallas Morning News, 1965-69, the last three years in Washington.

He also served as a press secretary on Capitol Hill for six years before joining ANPA in 1976. He was assistant manager/public affairs and then assistant manager/government affairs before being named acting manager/government affairs last June.

Casey and his wife, Sharon, live in Oakton, Va., with their three children. □

Casey (left) and Maguire confer on government issues affecting newspapers.

Discount car leasing arranged for members

ANPA has arranged a reduced-rate, vehicle-leasing plan with the Hertz Corp.

The new plan, providing less expensive leasing than ANPA members are likely to arrange individually, may be the best alternative to the outright purchase of vehicles.

Under open-ended lease program:

- The interest rate is one-quarter percent over prime, a rate lower than that generally charged in vehicle-lease arrangements.
- The administration fee is .07 percent per month.
- Hertz back-up vehicles are available at greatly reduced rental cost if a leased vehicle is out of service temporarily.
- The newspaper determines the depreciation rate, allowing it flexibility in deciding settlement figures if the vehicle eventually is purchased.
- Leased vehicles can be purchased for $25 more than the manufacturer's invoice price.
- Cash flow is enhanced, and bank credit lines are not affected, because the newspaper does not have to make cash purchases.
- Vehicles may be reported off the balance sheet as operating items.
- If a newspaper currently has a leasing arrangement but wants to change to the ANPA plan, Hertz will buy out the present fleet at book value.

Hertz will administer the plan through a central office in Philadelphia. Details of the leasing arrangement and information on leasing and purchasing will be mailed soon to all ANPA-member newspapers.

Meanwhile, as of Sept. 30, more than 8,000 ANPA car-rental discount cards had been issued, and 58 percent of member newspapers had taken advantage of the 30-percent discount to rent cars from Hertz.

From July through September, 716 ANPA newspapers rented 3,618 cars. Without the benefit of the cards, rental fees would have totaled $390,000. With the cards, members paid a net amount of $273,000, a $117,000 savings for the three-month period.

Projections for the April 1, 1979-to-April 1, 1980 contract year indicate that ANPA members will spend approximately $1.6 million in car rentals under the plan,

which translates into a $480,000 savings to the membership.

To obtain the discount, present the blue and white card along with whatever credit card is being used for the rental, and give the Hertz representative the name of the newspaper. If the newspaper's name is not on the discount list, members may tell the representative that ANPA is listed as "Amer. Newspaper Publ. Assn." on page 11 of Hertz' December 1979 counter directory, and that the CDP number is 12992.

To obtain car rental discount cards and further information about the reduced-rate vehicle leasing plan, contact Michael J. Genick, ANPA Membership Services Department at The Newspaper Center, (703) 620-9500. □

Convention notes

ANPA has arranged **special car rental rates** with the Hertz Corp. for attendees at the 1980 Convention in Honolulu April 21-23. The unlimited mileage rates, which are not subject to change, are:

	Daily	Weekly
Compact	$18.95	$109.00
Mid-size, two door	$21.95	$129.00
Mid-size, four door	$24.95	$149.00
Full size, four door	$29.95	$159.00

To make reservations, call Hertz at 800-654-3001 and give the special rate number for ANPA, CDP 12992.

•••

The Association has now completed the **second mailing of the brochure** for the 94th Annual Convention at the Sheraton Waikiki Hotel.

Executives of member newspapers are urged to complete the brochure's hotel, air travel and Convention registration form immediately and return it, as instructed, to:

Group Travel Unlimited Inc.
1025 Connecticut Ave., NW
Washington, D.C. 20036.

Designated the official Convention Housing Bureau by the ANPA Convention Arrangements Committee [**presstime**, December, page 49], Group Travel also will arrange post-Convention tours. □

New members

Newspapers elected to ANPA membership:

The Tiller-Toiler

Larned, Kan. (circulation 3,242), Jack Zygmond, publisher.

West Central Daily Tribune

Willmar, Minn. (circulation 18,904), Paul London, general manager. The addition of this new member gives William Marcil Newspapers 100-percent membership in ANPA.

Morning Journal

Lisbon, Ohio (circulation 10,716), Steven G. Frew, business manager.

Journal-American

Bellevue, Wash. (circulation 27,493), Richard F. Anderson, general manager.

Enterprise-Journal

McComb, Miss. (circulation 12,975), John O. Emmerich Jr., publisher.

speeches

Helen K. Copley

Clayton Kirkpatrick

Donald A. Nizen

Grant Dillman

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **General Spirit of the People.** Helen K. Copley, ANPA director, and chairman and chief executive officer, The Copley Press Inc., La Jolla, Calif. Town Hall of California, Los Angeles, Nov. 6.
- **Shop Talk.** Clayton Kirkpatrick, president, Chicago Tribune. Fourth Estate Award Dinner, National Press Club, Washington, Dec. 11.
- **Young People and the First Amendment . . . So What?** Judith D. Hines, vice president and director, ANPA Foundation. Florida State Newspaper in Education Conference, Winter Park, Nov. 14.
- **Marketing in the '80s.** Donald A. Nizen, vice president for consumer marketing, The New York Times. Circulation Computer Systems Symposium, Dallas, Oct. 2.
- **Making Computer Systems Work.** Terry L. DeVassie, state circulation director, Columbus (Ohio) Citizen-Journal and Dispatch. Circulation Computer Systems Symposium, Oct. 3.
- **The Press and Government Information Officials.** Grant Dillman, vice president and Washington manager, United Press International. Society of Professional Journalists, Sigma Delta Chi National Convention, New York City, Nov. 15.
- **Broadcasters and the First Amendment: No Stone Tablets.** Charles D. Ferris, chairman, Federal Communications Commission. Federal Communications Bar Association, Washington, Nov. 30.
- **Closed Courtrooms—The View from the Bench.** Judge George Trammell, Los Angeles Municipal Court. American Judges Association Convention, Miami, Nov. 13.
- **The Global Debate on Communication.** Robert Lindsay, professor of mass communication and international relations, University of Minnesota. World Media Conference, New York City, Oct. 13.
- **Journalists Versus Justices.** Eugene H. Methvin, senior editor, Reader's Digest. Annenberg School of Communications, University of Pennsylvania, Philadelphia, Oct. 19. (Or see Dec. 1 *Vital Speeches of the Day*, Box 606, Southold, N.Y. 11971.)
- **The Power of the Press.** Max M. Kampelman, attorney, Fried, Frank, Harris, Shriver and Kampelman, Washington. International Newspaper Promotion Association Newspaper Image Seminar, Chicago, Dec. 1.
- **Reality Reading: Using the Newspaper in Your Classroom.** Edward W. Muench, teacher, Walnut Street elementary school, Toms River, N.J. Kean College Reading Conference, Union, N.J., Oct. 20.

ANPA calendar

January

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Jan. 7-11

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Jan. 7-11

ANPA Newsprint Committee meeting
Hotel Washington, Washington, Jan. 11

ANPA Laboratory Committee meeting
Hilton Inn, Clearwater Beach, Fla., Jan. 15-17

ANPA News Research Center-Census Bureau Workshop
Syracuse University, Syracuse, N.Y., Jan. 18

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Jan. 21-25

ANPA Production Management Committee meeting
ANPA Research Institute, Easton, Pa., Jan. 22-23

ANPA Postal Committee meeting
The Newspaper Center, Reston, Va., Jan. 24

February

ANPA News Research Center-Census Bureau Workshop
Memphis State University, Memphis, Tenn., Feb. 1

ANPA Board of Directors meeting
Dorado Beach Hotel, Dorado Beach, Puerto Rico, Feb. 4-6

ANPA Labor and Personnel Relations Conference
Dodgertown Conference Center, Vero Beach, Fla., Feb. 4-6

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Feb. 4-8

ANPA Management Development Workshop
Water Tower Hyatt House, Chicago, Feb. 11-15

ANPA Key Executive Seminar
Royal Orleans Hotel, New Orleans, Feb. 25-29

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Feb. 25-29

ANPA News Research Center-Census Bureau Workshop
Chicago Sun-Times, Chicago, Feb. 29

Congressional Information
Service, Inc.
7101 Wisconsin Ave.
Washington, DC
20014

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presstime

The Journal of the American Newspaper Publishers Association

February 1980

ANPA field services: An extra dimension

chairman's corner

World press freedom needs a transfusion

Press freedom—the life blood of all people freedoms worldwide—has taken blow after blow around the world recently.

The expelling of journalists who work for American media from Iran and Afghanistan is the most visible example. But it is by no means the only one.

Allen H. Neuharth

In areas of South America and the Caribbean and in much of the Third World, free flow of information is down to a trickle.

More and more political and governmental leaders in more and more areas of the world are subscribing more and more to the Lenin doctrine which he proclaimed when he had his grip on Russia from 1917-24:

"Why should freedom of speech and freedom of the press be allowed? Why should a government which is doing what it believes to be right allow itself to be criticized? It would not allow opposition by lethal weapons. Ideas are much more fatal things than guns."

That's the same basic philosophy Iran's press chief had in mind when he said in announcing the banning of American journalists that there are major differences between "our concepts of press freedom and that of Western countries."

Those differences will be spotlighted at the upcoming ANPA Annual Convention in Honolulu April 21-23. Invitations to attend and participate have been extended to a number of world political leaders and world press leaders.

We believe the topics will be timely and provocative. Whether their discussion in that format can provide a much-needed blood transfusion for world press freedom remains to be seen. But all who attend will benefit.

Program details will be in the March and April issues of **presstime**, and other mailings from ANPA. If you have not yet made your hotel reservations, I urge you to do so before the Feb. 17 deadline. (See Convention information, page 54.)

Al Neuharth

Allen H. Neuharth
Chairman and President

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presstime*

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(Cover photo by Margaret Genovese. Clockwise from front: Linda Skover, Donald Teschner, Robert Burke, Harry Edwards.)

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Bringing ANPA to the members

The ANPA staff is not one chained to a desk or locked in an office. Whether from Reston or Easton, the Association's senior staff is often on the go, on the breaking edge of the rapidly changing newspaper business.

For some, however, being "on the road" is not a sometime thing; it is constant. These are the ANPA staffers whose primary function is to be "in the field," serving newspapers on their home turf. This story tells of those services and those people.

By Margaret Genovese
presstime staff writer

The probability of finding Harry Edwards, Robert Burke and Linda Skover all behind their desks at The Newspaper Center in Reston, Va., on the same day is about the same as that of finding no presidential contenders in New Hampshire this month.

At any given moment, Edwards, ANPA's director of membership development, is apt to be calling at the plant of a member of the Association.

Burke, director of readership and training, might well be overseeing one of the seminars ANPA sponsors at locations throughout the country.

Skover, manager of educational services for ANPA Foundation, could be on the other side of the continent conducting a teachers' workshop on how to use the newspaper as an instructional tool.

They, and the nine-member Technical Advisory Service staff headquartered at the ANPA Research Institute in Easton, Pa., are ANPA and ANPA Foundation's primary representatives in the field; for many people doing business with the Association, theirs may be the most familiar faces among ANPA and ANPA Foundation staffers.

ANPA Chairman and President Allen H. Neuharth calls ANPA's in-the-field services an integral part of the Association's overall operations. "ANPA is an association on the move in many ways," he says. "We try to deploy key staff members where the membership needs them—scheduling training sessions convenient to newspapers in all regions of the country, providing in-plant technical consultations to help prevent or solve problems, and getting and keeping acquainted on a one-on-one basis.

"Of course, ANPA's whole range of services is only as far away as the telephone or the mails, but in-person, on-site service is that extra dimension which can be very valuable to the members."

Also contributing to this article was ***presstime*** *Technical Writer Sandra L. Puncekar.*

Membership Services

When Harry Edwards says he has "a wide acquaintance among newspaper publishers and their operations," you can believe it.

Since joining ANPA in 1963 as its first manager/membership services, he has visited virtually every daily newspaper plant in North America—spending about half of each year on the road. He figures it would take about three years to make the entire circuit of ANPA-member newspapers, which are located in all 50 U.S. states, all 10 Canadian provinces and on some off-shore islands.

As a means of helping ANPA keep in step with the needs and desires of its far-flung membership, Edwards helps fill the personal-contact gap between periodic meetings of the ANPA Board of Directors and committees, the Annual ANPA Convention and the Annual ANPA Production Management Conference.*

When he started making in-plant visits, his motives were not always clearly perceived by newspaper executives. At that time, a common-enough greeting when he announced he was from ANPA was:

*The Convention and Production Management Conference are themselves an extension of ANPA's field-services operation. Once held exclusively in New York City, the Convention since 1975 has been shifted to various locations from coast-to-coast; and this April 21-23, it will be held away from mainland North America for the first time—in Honolulu. Future Convention cities include Chicago (1981), San Francisco (1982), New York City (1983), Montreal (1984) and New Orleans (1985). This year's Production Management Conference will be in Atlanta June 7-11; the future Conference schedule includes Atlantic City, N.J. (1981), Dallas (1982), Las Vegas, Nev. (1983) and Atlanta (1984).

"What happened, didn't we pay our dues?" Now he can expect a warmer reception.

And while he used to arrive at each newspaper with a "set presentation," over the years he has developed a more evocative approach.

"I've found that the best way is to go in with a very open mind," he says. "I let the publisher and general manager discuss those things that really bother them and let the interview take its course."

Edwards defines his primary objectives as making sure a newspaper is aware and taking advantage of ANPA's services and professional staff, and finding out whether the newspaper is experiencing any specific problems ANPA might help solve.

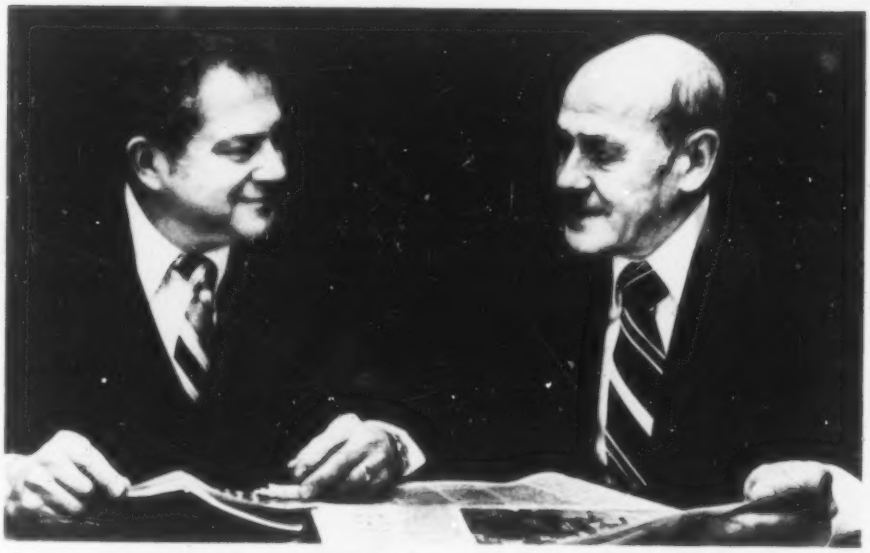
When he goes to member newspapers, Edwards makes it clear "I'm not here looking for compliments." He is ever alert to criticisms requiring corrective action, and after every in-plant visit, he prepares a report for General Manager Jerry W. Friedheim which also circulates among ANPA staff in Reston and Easton.

A visit to an ANPA-member newspaper may take half an hour or half a day, at the discretion of the host newspaper. In the latter case, Edwards may talk with personnel in all of the newspaper's departments.

He almost always calls before arriving at a newspaper plant, except, occasionally, when he visits non-member newspapers wearing his second hat as ANPA's principal proselyter. In that way, "They don't get a chance to marshal their arguments against joining the Association." He's heard 'em all, he says, and has a counter for every one. "Persistence is my chief stock in trade," he contends, "but I don't high pressure anybody."

He does make use of high technology, though. Packed alongside the ANPA booklets and brochures in his attache case is a sophisticated, hand-held calculator programmed to apply the Association's dues formula to the individual situations of prospective members.

Although he spent three years in journalism-related pursuits prior to joining ANPA—writing historical monographs as director of the U.S. Marine Corps Historical Program—Edwards is forever seeking to bolster his familiarity with day-to-day newspaper operations. He has spent some of his vacation time over the years on the ultimate busman's holiday, visiting daily newspapers and working with their staffs.



Harry Edwards (right) consults with Seattle Post-Intelligencer Publisher Virgil Fassio.

The Marines, whose slogan heralds their search for "a few good men," lost a natural recruiter when Edwards retired after 21 years as a Marine officer. When he came to ANPA 17 years ago, the Association had 875 member newspapers. Three years later, ANPA's long-sought goal of 1,000 members was reached, and Edwards was presented with an award for "exceptional service." Membership is still climbing and now stands at 1,363 newspapers throughout North America.

Technical Advisory Service

Edward's discussions with personnel at a newspaper often focus on technical problems. They could concern the mailroom, indecision about the purchase of a front-end system, whether to build a new plant or modernize the old one, or how to reduce newsprint waste or lower page costs. In those cases, he puts the newspaper in touch with ANPA's Technical Advisory Service staff at the Research Institute in Easton.

Sometimes a telephone consultation or conference at the Research Institute can resolve a problem; but, more often, an in-plant TAS study is called for. Since the Technical Advisory Service was established in 1964, more than 1,000 studies have been performed in the field for hundreds of ANPA-member newspapers.

Once scheduled, an in-plant study usually begins with a meeting between the ANPA production engineer and newspaper management. "The first thing I do," says Production Engineer Frank J. Stanczak, "is discuss with the publisher, or whomever requested the study, the areas where they're having problems. Then I study their product, and their procedures, and try to help them correct the problem while I'm there."

Following the on-site observation and analysis of the problem, the engineer returns to ANPA/RI to prepare a confidential, written report, which often includes, in addition to the general analysis, equipment or systems costs, manufacturers' information, return on investment and material utilization. If necessary, other ANPA resources and personnel may be called upon, including ANPA Vice President/Technical William D. Rinehart and Production Department Director Peter P. Romano, who oversees the TAS staff.

"Each study is different and unique," reports another of the nine TAS production engineers, Donald V. Teschner.

ANPA/RI's Richard Neergaard consults staff during TAS study at Milford (Mass.) Daily News.

"When I'm on a TAS, I put myself in the position of the decision maker, so I can address his problems with practical solutions. I also try to be candid in my observations."

The only responsibility TAS engineers have is to the ANPA membership. they have no alliance with equipment vendors, although manufacturers make information on their products readily available for evaluation.

The background of the TAS staff is a blend of the academic (Stanczak, for instance, holds a degree in chemistry and specializes in press, platemaking and newsprint) and the practical (Teschner served as a communications specialist in the Air Force, worked for two different New Jersey daily newspapers, was an official in a commercial printing firm and specializes in telecommunications and systems analysis).

Different staffers spend different amounts of time in the field. Production Engineer George Cashau, for example, who conducts studies in the areas of environmental control, mailroom and newsprint, is in the field almost constantly.

An average study takes 8.5 working days from start to finish: 2.3 days in the plant, 4.4 days in the office for the written portion of the job and 1.8 days for travel. Because of increasing demand, studies now are conducted on a first-come, first-served basis.

The fee is $200 per engineer per day for in-plant time, plus reimbursement for out-of-pocket and traveling expenses. There is no charge for in-office study and report writing.

TAS studies are offered in nine areas: reproduction quality improvement, equipment systems purchasing assistance, plant and departmental analysis, mailroom, systems selection, plant layout, newsprint waste, communications and environmental control.

In addition to Stanczak, Teschner and Cashau, TAS production engineers are Howard Eichler, Clifford Hansche, Richard Neergaard, Arthur Boudreau, Elwood B. Keim Jr. and James P. Walsh.

Boudreau and Keim do double-duty as the administrator and assistant administrator, respectively, for the technical "hands-on" training program at ANPA/RI.

Training Services

Non-technical training, however, is conducted in the field. This year, 20 such training sessions will be sponsored by ANPA at locations throughout the country. They should attract more than 600 participants [**presstime**, November, page 21].

All of ANPA's in-the-field training sessions bring together on neutral territory—usually a hotel with conference facilities—persons who share similar responsibilities or concerns at different newspapers.

Participants in a recent ANPA Labor Negotiators Seminar, for example, had a wide variety of titles: publisher, general manager, director of employee relations, controller, business manager, operations manager, assistant production manager. They came from newspapers where employees are represented by unions and newspapers where they are not. Their newspapers had circulations ranging from less than 5,000 to more than 300,000. They were beginning bargainers

Anecdotes from the ANPA road show, or

Several years ago, Hollywood released a movie entitled "If It's Tuesday, This Must be Belgium." ANPA's well-traveled field representatives may sometimes feel that they could have starred in that satire on five-countries-in-a-week-type whirlwind tours.

Director/Membership Development Harry Edwards tells of the time—early in his ANPA career—that he scheduled an in-plant visit at the Charleston, S.C., newspapers. He flew to Charleston all right, but it wasn't until he was driving into the city from the airport that he realized he was in the wrong Charleston—West Virginia, not South Carolina.

His original appointment was with Hall T. McGee Jr., general manager of The News and Courier and The Evening Post in Charleston, S.C. But when he walked unannounced into the offices of—ironically—McGee's brother John, president of the Charleston (W.Va.) Daily Mail, he was relieved to hear: "Harry Edwards, you're just the man we wanted to see." He spent the rest of the week helping the Daily Mail untangle a knotty problem and calling upon other newspapers in West Virginia.

"I'm not usually that absent minded," says Edwards.

For ANPA's busy field representatives, travel may be not only confusing but also frustrating.

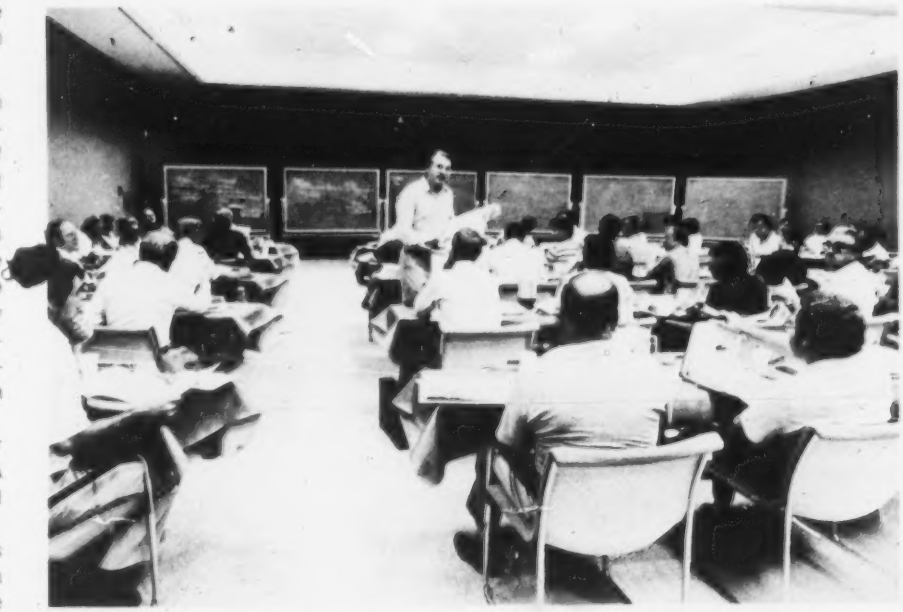
and seasoned negotiators. But all were looking for a means of keeping up with developments in an ever-changing field.

The Labor Negotiators Seminar, which is directed by ANPA Labor Relations Manager Charles D. Cole, is the oldest of ANPA's in-the-field training sessions. It dates back to 1955 and began as an annual event. More recently, the seminars have been offered on an average of three times a year, usually in Boston, Chicago and a West Coast city. Cosponsored by state and regional newspaper associations, the seminars feature panel discussions and workshops with experts in newspaper labor relations.

Ten years after initiating its labor negotiators training sessions, ANPA began offering training in professional management techniques.

Robert Burke came to ANPA in 1977 as its first Manager/Training Services after a 24-year career in the U.S. Army, where he managed groups of 15 to 1,000 individuals in jobs that included service as the Defense Department's senior, uniformed information officer. According to Burke, professional management practices are being embraced today to a greater extent than ever before in the newspaper business. He attributes this to a realization by newspaper executives that "professional management techniques will help them achieve their goals, regardless of what these goals are."

The ANPA management training sessions are "not like remedial reading," he emphasizes; they attract successful, tested managers who want to improve their managerial skills.



ANPA training sessions, like this marketing seminar, are held across the country regularly.

Currently, ANPA offers three types of management training. Each type is generally offered at least twice a year. One seminar is targeted toward "key executives"—publishers and general managers; another workshop is aimed at mid-level managers in all newspaper departments; and the most recent offering in this area is designed specifically for mid-level circulation managers and is cosponsored with the International Circulation Managers Association, the Newspaper Personnel Relations Association and the International Newspaper Promotion Association.

All of these training sessions are conducted by professional management educators from the University of Chicago's Human Resources Center, which began its association with ANPA in 1963 in connection with the labor negotiators' training. Like most adult education, Burke notes, the sessions include "guided experience sharing" as well as the imparting of new information and concepts.

ANPA itself has benefited from the experiences of others in the development of its training programs. In 1966, it sponsored its first training conference specifically designed for newspaper men and women under the age of 35, based on a successful program of The Newspaper Society of Great Britain.

This Conference for Young Newspaper Men and Women now is held twice a year. Experts in different newspaper departments provide insights into their specialties. Moderator is Stephen E. Palmedo, ANPA Manager/Training Services, who shares responsibilities for directing ANPA's in-the-field training sessions with Burke and Alice Sigillito, training services program coordinator.

'If It's Hilly, This Must be West Virginia'

Take the case of ANPA Research Institute Production Engineer George Cashau and his attempts to fly to Durham, N.C., for a Technical Advisory Service study.

"My flight left late from Allentown-Bethlehem-Easton Airport," recounts Cashau, "and I was supposed to catch a connecting flight in Washington, D.C., which I missed. I was able to get another flight to Durham, but as we drew close to the city, the pilot told us to look out the window and wave good-bye, because it was too foggy to land. Instead, the plane was routed to Wilmington, N.C., where I was unable to find a flight into Durham because of the fog. So, I ended up flying back to Washington, D.C., and then home to Easton—all in one day. Eventually, I did do a TAS in Durham, but it was about two months later."

And sometimes, an ANPA field representative can find himself in the right place at the wrong time. Just ask Production Engineer Howard Eichler. He was doing a TAS in Madelia, Minn., last year when a tornado struck. "The lights went out," he recalled. "It sounded just like a freight train, and it tore the roof off the building next to us. The candles ran out, and we were in the dark until the all-clear signal sounded 3-1/2 hours later."

In 1975, ANPA began offering training in newspaper marketing. Its introductory and advanced ("strategic planning") sessions are each held twice a year, conducted by present and former members of the faculty of the Harvard Business School. INPA cosponsors these seminars.

In addition to these continuing ANPA training programs, the Association last year held a Circulation Computer Systems Symposium in conjunction with ICMA, the Institute of Newspaper Controllers and Finance Officers, and the Equipment and Systems Committee of the Newspaper Readership Council.

ANPA-sponsored training sessions last from two to seven days. Last year's most expensive session was the seven-day Newspaper Executives Marketing Seminar, whose $1,300 fee included lodging and all meals. At the other extreme, the Circulation Computer Systems Symposium had a $75 fee, which covered the two days of instruction and a reception. "We regard ANPA training seminars as a service to members, and we price them not to make a profit, but to cover most of our costs," Burke said.

NIE Field Services

But what if, after all of these seminars, the well-trained personnel produced a newspaper and nobody read it?

Linda Skover, who heads the educational services arm of ANPA Foundation, is working with newspapers throughout the country to insure that this won't happen.

Part of that insurance policy is known as the Newspaper in Education program, an effort to foster the use of the newspaper as a classroom teaching tool in hopes of developing the newspaper reading habit among students at all levels. The work is conducted in conjunction with the Newspaper Readership Project.

If you asked her what kind of salesman she is for the program, Skover would certainly be justified in replying "traveling."

Because she is convinced that the effort must be a nationwide one, she has carried the banner of NIE to 39 states. In the process, she has visited 91 newspapers, addressed 14 state and regional press associations and eight national organizations, and conducted 18 teacher workshops. In addition, she is in charge of organizing the annual NIE Program Development Conference, which ANPA cosponsors with the Canadian Daily Newspaper Publishers Association, and coordinating the periodic NIE Instructor Trainer Seminars.

Most NIE-participating newspapers—471 around the country at last count—do not give away the newspapers for use in the NIE program. Skover says, rather, they sell them at half price (and receive Audit Bureau of Circulations credit for the copies distributed).

Skover joined the Foundation in 1977 as its first field services advisor after serving for 10 years as director of the Educational Services Department of The Detroit News and, prior to that, for four years as a public school teacher in Detroit.

She continues to scour the country for places to start new NIE programs—she hopes to have visited all 50 states by June of this year—and she returns to newspapers with ongoing NIE programs to help fine tune or expand them.

After she targets a state or group of states for canvassing, Skover writes to all the newspapers in that area, stating her availability for consultation. Newspapers are asked to pay her hotel costs plus a $100 fee to cover some of her other travel expenses. During her newspaper visits she often confers with local school officials on NIE, too.

Working in the field also allows her to keep up with program innovations and provides her with material for the monthly "Update NIE" newsletter and for ANPA Foundation's constantly growing bibliography of NIE materials.

"We're not working as much for today as for 10 years from now," Skover says of her efforts.

When it was first established, the NIE program was looked upon by many as a "luxury" for larger newspapers, she says. Not so any more.

Today, the growth area in the NIE program is newspapers under 50,000 circulation. To encourage that growth and to reach out to more newspapers interested in establishing a program, the Foundation will add a second NIE field sevices advisor to the staff this year. Thus does ANPA's work in the field continue to expand. □

Circulation managers at The Forum, Fargo, N.D., get NIE lesson from ANPA's Linda Skover.

Government / legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the December edition of **presstime**.*)*

Freedom of the press

Closed courtrooms: The U.S. Supreme Court will hear oral argument in *Richmond Newspapers Inc. v. Virginia* Feb. 19. A ruling for the newspapers could clarify the court's 1979 decision in *Gannett v. DePasquale* that the Sixth Amendment gives the press and public no independent right to attend a criminal hearing. ANPA filed an *amicus* brief in support of the Richmond newspapers [**presstime,** January, page 14], and the state of New Jersey has taken similar action. (See story, page 15.)

Reporters shield: The 3rd U.S. Circuit Court of Appeals Dec. 14 overturned the contempt citation of a reporter who had refused to disclose the identity of a confidential news source after being subpoenaed to testify in a Pennsylvania civil suit *(Riley v. City of Chester)*. Finding a federal, common-law privilege to refuse disclosure, the court stated that it must be balanced against competing interests. The court ruled that civil litigants seeking source information must show disclosure to be material, relevant and necessary to the proceedings. The trial court had failed to conduct such a balancing test. The appeals court also took judicial notice of Pennsylvania's shield law.

Libel: The Supreme Court in December was asked to review three libel cases and one invasion of privacy case. Three of the cases involve newspaper defendants (Des Moines Register and Tribune, The Boston Globe and the Arkansas Democrat, Little Rock), and the fourth involves syndicated newspaper columnist Ralph de Toledano. In Congress, Rep. Matsui (Calif.) Dec. 20 introduced "The Editorial Process Protection Act" (HR 6224). It would require public figures to make an adequate showing that a defamatory falsehood did in fact occur before a court could permit probing into the editorial processes of the press. No hearings have been scheduled.

Criminal code: House Criminal Justice Subcommittee Chairman Drinan (Mass.) Jan. 7 introduced a "clean" criminal code bill incorporating changes made by his subcommittee during last autumn's mark-up sessions. Subcommittee staffers hope for final subcommittee approval of the new bill (HR 6233) this month. The Senate Judiciary Committee favorably reported its version of the legislation (S 1722) in December [**presstime,** January, page 16].

Intelligence: The House Intelligence Subcommittee on Legislation set hearings for Jan. 30-31 on the Intelligence Identities Protection Act (HR 6084). Introduced by Intelligence Committee Chairman Boland (Mass.), the bill would make it a crime to publish the names of U.S. foreign agents with the intent to impair U.S. foreign intelligence activities. A companion bill (S 191) introduced by Sen. Bentsen (Texas) is pending in the Senate Judiciary Subcommittee on Criminal Justice, where hearings are planned for late this month.

Debate sponsorship: The Federal Election Commission Dec. 20 submitted regulations to Congress which would allow the staging of nonpartisan political debates by newspapers and nonprofit organizations. If neither house of Congress acts to reject the rules, they will take effect late this month. An earlier proposal appeared to have prohibited sponsorship of political debates by newspapers and other media groups. ANPA filed comments Nov. 9 opposing that proposal [**presstime,** December, page 16]. The revised regulations specify that newspapers may not accept corporate or union funds to offset debate expenses. Media groups also worked to include in federal election law amendments a provision to allow debate sponsorship. Supporters of the legislation successfully opposed these efforts, claiming a need to keep the bill "non-controversial." The bill became law Jan. 8 without directly affecting a newspaper's right to sponsor a political debate.

Energy

Gasoline rationing: ANPA filed comments Jan. 9 urging the Energy Department to recognize a newspaper priority in the standby gasoline rationing regulations it proposed Dec. 10. Energy Secretary Duncan targeted Feb. 1 for having a final rationing proposal ready for President Carter to submit to Congress. Although Congress last year rejected a similar plan, a new law (PL 96-102) makes it more difficult for Congress to reject this year's plan. The plan will go on effective standby status unless Congress passes a resolution of *disapproval* within 30 days of submission. Last year, Congress was required to *approve* the plan—a step the House refused to take. The new law bars the President from invoking rationing unless he finds that a 20-percent shortage exists, or is expected to occur, for a period of at least 30 days; but it allows the President to seek congressional approval for earlier implementation. Carter has said he will seek power to impose rationing with a 5-percent shortfall. ANPA was joined in its comments by the International Circulation Managers Association. The National Newspaper Association filed similar comments. In addition, several newspaper and state and regional press association representatives testified at regional hearings Jan. 3-4.

government/legal roundup

Gasoline conservation: PL 96-102 also requires the President to establish a federal gasoline conservation plan and to set targets for state conservation. Secretary Duncan has set state conservation targets on a *voluntary* basis, but the President has not exercised his mandatory power. The new law allows imposition of the federal conservation plan in states which fail to meet their targets. ANPA, again joined by ICMA, filed comments Dec. 20 in response to a DOE notice in advance of formulation of the conservation plan.

Natural gas pricing: Increases in prices for industrial facilities under the Natural Gas Policy Act of 1978 began Jan. 1 in cases where natural gas is used to heat boilers. Under current regulations, a second phase extending these increases to all other industrial users will take effect in May. The current regulations are designed to raise prices paid for natural gas used by industry as a means of preserving comparatively low rates for homeowners and small commercial businesses and at the same time conserve natural gas by encouraging industries to use alternative fuels. A bill (HR 5862) to repeal the incremental pricing under the act is pending in the House Commerce Energy Subcommittee. ANPA has received conflicting signals from counsel at the Federal Energy Regulatory Commission as to whether newspapers are considered industrial facilities under the act. An effort is being made to clarify this without seeking a formal ruling which could have an adverse effect.

Business

Media concentration: The House Small Business General Oversight Subcommittee held hearings Jan. 21 on "mass media concentration and its effect on small business." (See story, page 13.)

Communications act: The emphasis now is on deregulation of telecommunications common-carrier services as both House and Senate committees work on amending the Communications Act of 1934. House Communications Subcommittee Chairman Van Deerlin (Calif.) has introduced HR 6121, a bill to deregulate common carriers and increase competition. His subcommittee was scheduled to act on the bill Jan. 23-24. In the Senate, Communications Subcommittee Chairman Hollings (S.C.) is circulating a draft, common-carrier-only bill. Introduction and subcommittee action is expected in March.

Wage and price: The Pay Advisory Committee Jan. 8 decided to scrap the 7-percent wage guideline in President Carter's voluntary program to stabilize wages and prices, and replace it with a flexible standard of 7.5 to 9.5 percent. The committee is expected to work out details of this flexible standard soon and make a formal recommendation to the Council on Wage and Price Stability. Meanwhile, the 7-percent standard remains in effect until formally replaced by the council. A six-member Price Advisory Committee, chaired by Albert Sommers of The Conference Board, has been organized to advise the council on prices in the same manner as the pay committee. Meanwhile, the effectiveness of the President's voluntary program continues to be questioned in Congress where there are sporadic statements by some members that the President should be given the power to invoke mandatory controls. The council continues to grant exemptions from its guidelines on a case-by-case basis.

Telephone solicitations: The Federal Communications Commission is expected to decide later this month what action, if any, it should take to regulate unsolicited, commercial telephone calls. An FCC proceeding on the issue has been pending since 1978. It would focus primarily on protecting consumers from calls placed by computers which automatically dial and deliver commercial messages. In a related matter, Rep. Aspin (Wis.) again has introduced his "Telephone Privacy Act" (HR 6074)—this time with 80 co-sponsors. It would prohibit unsolicited, commercial telephone calls to persons who notify the telephone company that they do not wish to receive them.

Public printing: House committee action was scheduled for late January on a bill (HR 5424) which would establish an independent government printing office in the executive branch and could result in less printing being done by private companies on contract with the government.

Tax

Carryover basis repeal: Repeal of carryover basis is assured if the President signs into law the windfall profits tax bill (HR 3919). Congressional conferees agreed Dec. 20 to include carryover repeal in the tax bill. The repeal applies to a law which had been due to become effective Jan. 1 and which would have forced heirs to pay higher capital gains taxes on inherited property than current law requires [**presstime,** January, page 16].

Labor

OSHA reform: Reform of the Occupational Safety and Health Administration may become a major issue in Congress during 1980. Sen. Schweiker (Pa.) Dec. 19 introduced legislation (S 2153) which would exempt approximately 90 percent of U.S. work sites from routine OSHA safety inspections. The bill would provide exemptions for firms with few occupational injuries during the previous year. The AFL-CIO is opposing the measure; spokesman Allen Zack commented that it "will be our issue of the year." Labor Secretary Marshall also is opposed. Senate Labor and Human Resources Chairman Williams (N.J.) supports the measure because he believes business groups will mount a major effort in 1980 to repeal OSHA or deny its appropriations; and he thinks a compromise is needed to head off such action. Meanwhile, OSHA is pursuing a program targeting carcinogens in the workplace. Newspaper pressmen were included in a list of occupations cited in the program. (See story, page 12.)

Independent contractor definition: President Carter Dec. 29 signed into law a bill (HR 5224) which includes a provision to ex-

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tend for one year the current prohibition on Internal Revenue Service reclassification of independent contractors as employees [**presstime,** January, page 16].

Age discrimination: The Equal Employment Opportunity Commission has issued new, proposed guidelines for enforcing the Age Discrimination in Employment Act. The proposals did not include a recommendation (which had been under consideration) to overturn the act's exemption for apprenticeship programs. Organized labor strongly opposed eliminating this exemption and pointed to possible, widespread legal action by older workers who customarily are denied entry into apprentice training systems in favor of younger employees. The EEOC also postponed until Feb. 28-29 hearings on the "equal pay for work of comparable worth" issue [**presstime,** December, page 43].

Pension termination: A bill to revise treatment of collectively bargained multi-employer pension plans by the Pension Benefit Guaranty Corp. (HR 3904) has been sent to the House Education and Labor Committee. The measure would require an employer who withdraws from a multi-employer plan to continue funding its share of a plan's unfunded vested liabilities under a complex formula involving the employer's contributions to the plan in the five years preceding withdrawal. Hearings may be scheduled this month.

NLRB politics: Major controversy over personnel changes on the National Labor Relations Board surfaced recently. (See story, page 37.)

Postal

Board of Governors: The U.S. Postal Service Board of Governors has rejected a recommendation by the Postal Rate Commission to implement permanently a three-tiered rate structure for presorted, bulk, third-class mail [**presstime,** January, page 21]. The board also is considering a PRC recommendation to allow communications companies to compete in sending electronic messages. The commission rejected a more restrictive proposal by the Postal Service to implement electronic computer originated mail (or ECOM) service. The White House is urging the board to implement the PRC's proposal.

Regulations: The Postal Service has proposed additional revisions of the Private Express Statutes in its continuing effort to clarify which articles are subject to the USPS monopoly. In its Jan. 7 proposal, the Postal Service said the statutes do not cover newspapers and periodicals. USPS did lay claim, however, to advertisements included in parcels which do not relate directly to the merchandise or material in the parcel. The proposal could also require postage on any material which is selectively distributed, including some advertisements distributed with publications.

Supreme Court: The Supreme Court Jan. 7 let stand a lower court decision that current postal rates are lawful. ANPA, along with Dow Jones & Co. Inc., NNA and other media groups, had requested review of the decision by the U.S. Court of Appeals for the District of Columbia in *National Association of Greeting Card Publishers v. Postal Service* that postal rates must be based strictly on costs, with all classes of mail paying their full share. The Supreme Court's denial of review virtually eliminates any use of public-service considerations in rate-making methodology. The result will be higher postal rates for second-class mailers.

Advertising

Children's: Federal Trade Commission Chairman Pertschuk withdrew from the commission's rulemaking proceeding on children's advertising following a Dec. 28 federal appeals court ruling that he could not be barred from participating. In announcing his decision Jan. 7, Pertschuk said the controversy surrounding his participation would only continue to distract from the substantive issues being examined.

Cigarette: The FTC has recommended rotating the health warning labels on cigarette packages and ads to cover a series of messages. Under the system, different packages would carry different warnings about specific diseases which may be caused by smoking, such as cancer and emphysema. The agency also recommended stronger health warnings. Both suggestions require enabling legislation.

Political: President Carter Jan. 8 signed into law amendments to the Federal Election Campaign Act. One change provides that political advertisements which solicit contributions no longer must carry the notice that "A copy of our report is filed with the Federal Election Commission." However, the new law still requires that each campaign ad identify who paid for it. *In addition,* if the ad has been paid for by someone other than the candidate, but has been authorized by the candidate, it must state *both* of these facts. And if the ad is neither paid for nor authorized by the candidate, it must clearly state who paid and that it is not authorized [**presstime,** January, page 17].

International

UNESCO: The U.S. National Commission for UNESCO approved a proposal that ANPA be invited to be represented on the commission. And the recommendations of the MacBride commission are now available. (See stories, page 17.)

United Nations: The UN General Assembly Dec. 18 routinely adopted a consensus resolution to expand its Committee to Review UN Public Information Policies and Activities to 61 members (from 44), rename it the UN Committee on Information, and broaden its powers to enable it to consider international communications issues [**presstime,** January, page 9].

Human-rights treaties: ANPA filed comments Dec. 28 with the Senate Foreign Relations Committee on four human-rights treaties. (See story, page 17.) □

OSHA rules on suspected carcinogens

The Occupational Safety and Health Administration has unveiled its comprehensive final rules aimed at regulating suspected cancer-causing substances in the U.S. workplace.

The regulations, first proposed in 1977 and published in final form in the Jan. 22 Federal Register, are effective April 21. They outline the general procedures and policies that OSHA will follow concerning controls to be imposed on various chemicals which may be present in the American workplace.

In the preamble to its regulations, OSHA summarized various scientific reviews and monographs it had considered, along with other public comments, during the rulemaking process.

On the basis of such summaries, it identified 18 industrial processes and materials "associated" with "increased" carcinogenic risks in workers.

The processes or chemicals, which OSHA referred to as "factors," include the extremely broad category of "soot, tars and oils," which could cover many of the products used in newspaper production. The 17 other specific chemicals listed are not believed to be commonly employed in the newspaper production process.

Without specifying the source of its information, OSHA also asserted that higher cancer incidence had been "reported" in a number of occupations, including newspaper printing pressmen.

OSHA maintained that pressmen have a higher than normal incidence of cancer of the mouth and pharynx, but that no particular substance had been identified in connection with increased cancer-risk in pressmen or any other occupational group.

The lists of specific chemicals and occupations are included in the introductory material to the regulations, not in the regulations themselves. They do not constitute "hit lists" of early OSHA priorities, according to attorney Anson Keller, who, as a special assistant to OSHA head Eula Bingham, wrote the regulations.

Some of the chemicals listed already are regulated, he noted. But while chemicals rather than the occupation groups have been targets of government action in the past, Keller thinks the new regulations eventually will be used to deal with both.

The new regulations do not prohibit the use of, or impose regulatory controls on, any substance. They establish a procedure under which OSHA will periodically issue "candidate lists" of suspected carcinogenic substances. These will be grouped in one of two categories depending on the amount and character of evidence which is relied on for the determination of possible cancer-causing characteristics.

When OSHA determines that it will regulate a substance, it will issue advanced notice of rulemaking and begin extended studies of the substance in question. The next step in the procedure, presumably, will be to receive comment or studies from a wide variety of sources, including private employers.

The Environmental Task Force of the ANPA Production Management Committee and the ANPA staff are studying the complex set of regulations for their possible ramifications for newspaper production. They also will monitor any proposed rulemaking activity in connection with chemicals that might be found in newspapers, in the event OSHA undertakes a study of one of the chemicals. □

New FTC guidelines define requirements for product endorsements in advertising

The Federal Trade Commission published in the Jan. 18 Federal Register additional guidelines on the use of endorsements and testimonials in advertising. The guidelines do not carry the force of law but are a statement of FTC policy.

In general terms, the new guidelines require that product endorsements:

- Reflect only the honest views of the endorser
- Not contain claims that could not be supported if made directly by the advertiser
- Use celebrity or expert endorsements only so long as the endorser actually uses the product and continues to subscribe to the views expressed in the advertisement.

In the area of consumer endorsements, the guidelines require that if a consumer endorses a product, the average person should be able to expect to obtain comparable performance. Otherwise, the advertiser should disclose what the generally expected performance of the product would be or say that the endorsement has limited applicability.

The guidelines also require that if actors are used to represent consumers, it must be disclosed. And they require that claims made in consumer endorsements of drugs must be consistent with Food and Drug Administration findings.

In addition, the guidelines require that any material connection between the advertiser and the endorser be disclosed if it might affect the weight or credibility of the endorsement. □

Road regulations guides available

The Private Carrier Conference of the American Trucking Association has prepared two publications which may be of interest to circulation departments of newspapers.

The first, "Keep It Safe," contains a guide to federal motor-carrier safety regulations. One to nine copies cost $2 each; 10 to 24 copies, $1.50 each; 25 to 99, $1 each; and 100 or more copies, 50 cents each.

The second publication, "Drivers Handbook for Private Carriers," explains regulations applicable to drivers and contains other information. One to 10 copies cost $1 each; 11 or more, 80 cents each.

They are available from the Private Carrier Conference, 1616 P St. NW, Washington, D.C. 20036. Payment must accompany orders. □

FTC plans no new media rules after receiving staff report

By Margaret Genovese
presstime staff writer

The Federal Trade Commission does not plan any new regulation of the media as a result of receiving the long-awaited report from its staff on media ownership concentration.

The only hint of a new initiative in the media field by the FTC is the possibility of closer review of media mergers and competitive practices to ensure against raising "entry barriers." And that approach itself was quickly labeled "a modest idea" by an FTC official.

The presentation of the staff report to the commission Jan. 10 occurred behind closed doors [**presstime,** December, page 22], but the gist of the presentation and its reception by the commission surfaced 11 days later when the FTC testified on media concentration at hearings before the House Small Business General Oversight Subcommittee.

The FTC's witness at the hearing, Assistant Director of the Bureau of Competition Jonathan E. Gaines, sought to dispel concern that the staff's media report—and the two-day FTC media symposium of December 1978 on which the report largely was based—signaled the start of a commission rulemaking.

"Because of these efforts to focus on issues and educate ourselves, we have been asked, on occasion, whether the symposium and ensuing study are not the leading edge of a commission program to regulate the media sector of the economy," Gaines said. "I assure you that this is not the case. To the contrary, the study and the symposium resulted from routine merger enforcement under the Clayton Act, which revealed a need for greater understanding of some very difficult issues.

"For the most part, the analytical approaches which were developed by the staff working on the study suggest that present levels of concentration, to the extent that they are subject to the commission's power, are not such a concern in any sector that major enforcement initiatives would be necessary or appropriate," Gaines said.

He added that "neither the bureau nor the commission has been asked to take any action based on the study, and it is in fact unlikely that they would do so absent a staff recommendation for specific enforcement action."

The FTC official suggested, however, that the agency may be considering a revised approach and looking for an appropriate case to test. Traditional antitrust approaches dealing primarily with price competition should be supplemented with an approach focusing on "entry barriers," Gaines said.

Low entry barriers, he explained, "help to disperse discretionary power in the media sector and thus provide a better assurance of diversity than merely ensuring that the number of firms already in the business is adequate for price competition."

Subcommittee Chairman John J. LaFalce (N.Y.) termed the entry barriers proposal "a trial balloon." Gaines said he regretted any big buildup given to the "modest idea."

The subcommittee hearing was the first in a series similar to media hearings conducted last May by the Senate Select Committee on Small Business at which ANPA testified. The House session was limited to government witnesses and included the head of the Justice Department's Antitrust Division, Sanford M. Litvack, and the associate deputy administrator of the Small Business Administration, Harold A. Theiste.

Litvack said the Antitrust Division would continue reviewing media mergers on a case-by-case basis. If Congress passed legislation restricting certain large conglomerate acquisitions, he said, "the division would be able to attack certain types of newspaper mergers that it cannot challenge under present merger law."

He cautioned, however, that legislation that would limit the number of newspapers under common ownership could be unconstitutional.

Addressing proposals to allow Small Business Administration loans and loan guarantees to newspapers as a way of furthering media diversity, Theiste said he opposed it because in a default situation, the government could end up owning a newspaper.

"We feel that the answer to the problem (of how to assist small media firms) will be found in the area of antitrust law or a change in the estate tax structure," he said. □

Gaines (center) testified at congressional hearing for FTC, accompanied by Heather Kirkwood, who headed agency's media study. Antitrust chief Litvack is at left.

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about federal transportation regulations which may affect newspapers' shipments of newsprint and equipment.)

U.S. railroads Jan. 18 added a 1.1-percent **fuel surcharge** to freight rates. The same charge will become effective Feb. 10 on shipments to and from Canada. The fuel-related increase was the fifth granted by the Interstate Commerce Commission since last July; those increases now total 5.8 percent [**presstime,** November, page 58].

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Meanwhile, the nation's railroads have announced they will seek a 4-percent, interim, **general freight-rate increase** to become effective April 1. It may be supplemented later by a selective rate-change program which the railroads are considering. Any increases, of course, are subject to ICC approval [**presstime,** November, page 58].

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The ICC's **fuel-recovery surcharge** for truckload traffic was increased from 10.5 to 11.5 percent Jan. 11. The surcharge for less-than-truckload traffic performed by carriers not using owner-operators increased from 1.8 to 2 percent. Fuel surcharges for bus companies rose from 3.9 to 4.3 percent [**presstime,** January, page 18].

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The employee-shipper ownership proposal to purchase about half of the **Milwaukee Road's** current system [**presstime,** January, page 18] has been declared infeasible by the ICC. The commission said Dec. 31 that the plan lacked adequate financing, was not fair and equitable to the Milwaukee's estate and did not assure a railroad that could be self-sustaining. Milwaukee Road Trustee Richard B. Ogilvie expressed approval of the decision. He said the Milwaukee could now begin to eliminate, either by sale or otherwise, "those line segments which could obstruct the ultimate financial reorganization of the railroad." Ogilvie added that no immediate steps would be taken toward eliminating major sections of the Milwaukee's network. He did note, however, that funding for most lines outside of the railroad's viable core system will run out by March 1. Plans include abandoning most of its 9,500-mile system and concentrating resources in the 3,200-to-4,200-mile core area, which includes operations to Louisville, Ky., Chicago, Milwaukee, Minneapolis-St. Paul and west of Miles City, Mont., as well as a line to Kansas City, Mo. The ICC is holding public hearings on the reorganization plans.

Meanwhile, the railroad received $50 million in loans from the Federal Railroad Administration to keep it operating through February.

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The trustee of the bankrupt **Chicago, Rock Island and Pacific Railroad** has submitted a reorganization plan to a bankruptcy court. The plan calls for reductions of 72 percent in route miles and 65 percent in the work force. The railroad would be operated as a subsidiary of the reorganized company, with a core system of 1,934 miles of line and about 3,200 employees; it would maintain much of the Rock Island's trackage in Iowa, with extensions to Chicago, Minneapolis-St. Paul, Omaha, Neb., and Kansas City, Mo. But it would serve fewer than half of the states included in the current network. The railroad would need $20 million in start-up funds, which it would have to borrow from the federal government, according to the reorganization plan. The ICC is holding public hearings on it [**presstime,** January, page 18].

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Directors of the **Union Pacific Corp. and the Missouri Pacific Corp.** have agreed in principle to a merger proposal in which the UP would acquire MP in a stock transaction estimated at $1 billion. The proposal needs the approval of shareholders, the ICC and the Justice Department, as well as what spokesmen for the railroads called a favorable tax ruling. The Union Pacific railroad operates 9,700 miles of track in 13 western states; the Missouri Pacific, 11,500 miles in 12 states. □

Small business backs changes in estate taxes

The White House Conference on Small Business told President Carter it would like estate tax laws changed to "ease the tax burden on family-owned businesses and encourage the continuity of family ownership."

Language to that effect was contained in a "priority" resolution endorsed by conference delegates during their mid-January meeting in Washington. In all, 60 legislative proposals were submitted to Carter.

The conference's estate tax law recommendation is harmonious with goals of the newspaper business' Tax Law Action Group which, among other things, advocates legislation to encourage "neutrality" in such laws [**presstime**, December, page 19].

Specifically, the group favors alleviating situations in which heirs to newspapers must sell those companies to pay estate taxes. TLAG also supports existing tax proposals which would serve the same end.

George J. Measer, publisher of Bee Publications Inc., Williamsville, N.Y., a Tax Law Action Group member and small business conference delegate, said he was "very encouraged" by recommendations and priorities drawn at the White House conference.

"I expect it's going to have a significant impact" on Congress, he said, as "many congressmen were very interested to find out what the outcome would be."

Measer also said that President Carter appeared "extremely receptive" to conference recommendations. Carter domestic adviser Stuart Eizenstat assured conferees that the President personally will review all 60 legislative recommendations.

While the estate tax law is flagged as a particular newspaper business concern, Measer—an NNA director—pointed out that nearly all conference recommendations could affect newspapers. □

N.J. backs newspapers in *Richmond* case brief

The State of New Jersey has filed a friend-of-the-court brief with the U.S. Supreme Court in *Richmond Newspapers Inc. v. Commonwealth of Virginia* that clearly shows the state siding with the newspapers and not with its sister state in the matter of closed criminal trials.

Except for the American Civil Liberties Union, New Jersey is the only non-media-related entity to have filed such a brief in the case which involves the closure of a two-day murder trial in Hanover County, Va., to the press and the public. (See story, page 9.)

In its brief, New Jersey urges the high court to hold that "the media and the public have a presumptive right to attend and to report on criminal trials."

"The constitutional right of the public and the press, as representatives of the public, to attend criminal trials derives from the First, Sixth and Fourteenth Amendments, and is deeply ingrained in our history," the brief states.

It calls on the court to clarify and limit the scope of its 1979 decision in *Gannett v. DePasquale*, which was cited by the Virginia Supreme Court in upholding a lower-court decision to close the murder trial. The *Gannett* case involved the closure of a pretrial, suppression-of-evidence proceeding.

The brief does not support an absolute right of the press and the public to attend criminal trials and says that "narrowly drawn restrictions as to time and scope may be unavoidably necessary for the trial itself to proceed to a fair and just result and more generally, to ensure an efficient and continuous process of criminal justice." But it adds, "The trial court in this case engaged in no balancing whatsoever of the competing interests involved. The court failed to make the minimal factual inquiry required even for a temporary closure." □

Pennsylvania high court orders murder hearing opened to press, public

Pennsylvania has been added to the list of state supreme courts which have acted in favor of keeping at least some courtroom proceedings open in the aftermath of *Gannett v. DePasquale* [**presstime**, January, page 14].

In a one-line opinion Dec. 13, the Pennsylvania Supreme Court ordered that a preliminary hearing in a rape-murder case be opened to the public and press. A trial judge had closed the hearing, an action challenged by the Philadelphia Inquirer, Daily News and Bulletin. The judge later rescinded his order, but the defendant's lawyer appealed directly to the state Supreme Court to have the hearing closed anew.

In oral arguments, the newspapers' lawyers argued in part that the Pennsylvania Constitution requires open hearings, while the defendant's lawyer argued that pretrial publicity would make a fair trial impossible. □

New trial slated in antitrust suit over S.F. papers

With the jury deadlocked 3-3, U.S. District Court Judge William Ingram Jan. 7 declared a mistrial in the antitrust suit brought against the San Francisco Chronicle and San Francisco Examiner by two Bay Area weeklies and four employment agencies. The plaintiffs may seek a new trial.

The plaintiffs had alleged that the merger of the two newspapers' production operations did not qualify for the antitrust protection afforded under the 1970 federal Newspaper Preservation Act.

The Pacific Sun, one of the two weekly newspapers bringing the suit, argued that the daily newspapers' advertising rates were so high that advertisers could not afford to buy space in the Sun's short-lived San Francisco edition. The employment agencies made similar charges.

In defense, the Examiner said it lost at least $1.5 million in the last few years prior to the Sept. 13, 1965, joint operating agreement. The Chronicle also said it suffered modest losses annually from 1956 to 1965. □

Kansas Supreme Court declares lawyer suing for libel to be a 'public figure'

While the concept of "public figure" status in libel litigation may be limited in some cases by the U.S. Supreme Court's ruling in *Wolston v. Reader's Digest* and *Hutchinson v. Proxmire* [**presstime**, January, page 15], other state courts appear determined to preserve this protection.

A case in point:

The Kansas Supreme Court recently ruled that a Kansas attorney who was suing several newspapers and a wire service for libel was indeed a public figure. As such, he had to prove that they published, with actual malice, news accounts of disciplinary action taken against him for his conduct in a murder case.

The suit had been filed against the Ottawa (Kan.) Herald, the Kansas City (Mo.) Star, the Kansas City Times, The Lawrence (Kan.) Journal-World, the Associated Press and others.

In *Steere v. Cupp*, the court found that the attorney's "active involvement in important community affairs has made him well known to the public. He has achieved a position of some influence in local affairs capped by his representation of (the defendant) in her well publicized, famous murder trial. We find the totality of his experience in Franklin County (Kan.) gave Myron Steere the requisite fame and notoriety in his community to be declared a public figure for all purposes."

The court also found that "as a matter of law the published statements are substantially true and no actual malice is shown." It affirmed a trial court's granting of a summary judgment for the press parties.

Timerman named recipient of Golden Pen

Jacobo Timerman, founder and former publisher of La Opinion in Buenos Aires, Argentina, has been named recipient of the Golden Pen of Freedom presented by FIEJ—the International Federation of Newspaper Publishers.

The FIEJ Executive Committee, meeting Jan. 21-22 in Helsinki, Finland, selected Timerman in recognition of his journalistic excellence and his defense of press freedoms and human rights in Argentina. Timerman, who had been nominated by ANPA [**presstime**, January, page 11], will receive the award May 25 in Tel Aviv, Israel, during the 33rd FIEJ Congress.

FIEJ President Harold W. Andersen said the publishers' group "was pleased to join those organizations which put pressure on the Argentinian government to secure Mr. Timerman's release, and we are pleased now to have honored him with our Golden Pen of Freedom award."

Andersen, who is president of the Omaha (Neb.) World-Herald Co. and a former chairman and president of ANPA, added, "It is noteworthy that while American newspaper publishers are relatively free of governmental restraint, they recognize the problem of press restraints in other countries around the world and come to the aid of editors like Mr. Timerman when the need arises."

Arrested by Argentine police April 15, 1977, Timerman lost his newspaper and spent a year in prison while a military panel investigated his alleged involvement with a financier accused of handling money obtained by Argentine guerrillas. But no formal charges were brought against him.

Although the country's ruling junta cleared Timerman, in November 1977 it deprived him of his civil rights and property and froze his bank accounts.

Timerman was transferred to house arrest April 17, 1978. Three months later, the Argentine Supreme Court ruled that he was being held "unreasonably." However, the junta did not release him.

Meanwhile, Timerman had become a *cause célèbre*. His stature as a publisher and prominent Zionist made him perhaps the best-known of those being held by authorities in Argentina without court orders, and he came to symbolize resistance to human-rights violations and infringements on press freedoms.

Jacobo Timerman

His case was taken up by the United States government, media, Jewish organizations and various human-rights groups, and his detention contributed to the Carter administration's decision to cut off military and economic aid to Argentina in 1977.

Last September, Argentina's Supreme Court ruled that he was being held illegally. Expelled from the country, he flew to Israel to join his wife and family. He is now a columnist for Maariv, a Hebrew-language daily with the largest circulation in Israel. When he arrived in Israel the only Hebrew he knew was *shalom*. He writes in Spanish, and his twice-weekly column is translated into Hebrew.

Born in 1923 in Bar, Russia, Timerman emigrated to Argentina with his family when he was four years old.

After studying philosophy and engineering, he became a journalist whose career included positions with Agence France-Presse, several pro-Zionist publications, daily newspapers and Argentina's first two news magazines, both of which he founded. In 1971, he started La Opinion. □

33rd FIEJ Congress to focus on meeting challenges of '80s

The 33rd Congress of the International Federation of Newspaper Publishers, or FIEJ, scheduled May 25-29 in Tel Aviv, Israel, will focus on "Overcoming the Challenges of the '80s."

Registration forms, which must be air mailed to the Daily Newspaper Publishers Association of Israel by Feb. 28, can be obtained from ANPA's Government Affairs Department. The registration fee is $325 for participants and $200 for an accompanying person. Room rates at the Ramada Continental Hotel run from $50 (double room) to $110 (two-person suite) per night.

Executives of ANPA-member newspapers are automatically members of FIEJ by virtue of ANPA's membership in the federation.

Israeli Prime Minister Menachem Begin is expected to address the opening session, which will take place in the Knesset.

Business sessions, to be held in the hotel, will address new methods of electronic transfer of information plus the challenges to readership, politics and economics that will mark this decade. There will be reports on the MacBride commission study, changing trends in newspaper readership, shortages of energy and other materials, the future of newspapers and other subjects.

Visits to an Israeli women's army base and performances by the Israel Ballet and the Israel Philharmonic Orchestra also are scheduled.

An optional post-congress tour of Israel is available for $625 for two people; the tour concludes June 3. An optional extension tour ending June 7, which includes a visit to the Red Sea, is an additional $550 for two. □

MacBride Report scores censorship, 'imbalances'

The final report of UNESCO's International Commission for the Study of Communication Problems—the so-called MacBride Report—comes out against censorship and for access to news stories, but, at the same time, it supports linking national communications policies to economic development.

Further, it provides a framework for development of a "new information and communication order" to eliminate "imbalances and disparities in communication and its structures, and particularly in information flows."

The report contains 82 separate recommendations constituting an agenda for international communications activities certain to be at the vortex of the biennial UNESCO general conference this fall in Belgrade, Yugoslavia.

The commission's report will not be released formally until spring. However, the report's 37-page Part V—containing the commission's conclusions, recommendations and a list of issues requiring further study—was obtained from Paris sources by ANPA and the World Press Freedom Committee. Copies of Part V are available from the ANPA Government Affairs Department at The Newspaper Center.

The UNESCO commission, informally known as the MacBride commission because it was chaired by Nobel and Lenin laureate Sean MacBride of Ireland, studied world communications issues for two years before constructing its report. Former newsman and current Stanford University journalism Professor Elie Abel was the U.S. representative on the 16-member commission.

The commission's report recognizes the "diversity" of cultures and the "variety of solutions" different countries have adopted regarding communications. While it believes the diversity is "valuable," and there should not be "universal application of preconceived models," the commission states that "it should be possible to establish, in broad outline, common aims and common values in the sphere of communications. . . ."

The report places strong emphasis on the importance of freedom of individuals to communicate. It urges reductions in telecommunications rates and air-mail charges for disseminating news, and establishment of an international research and development effort to increase the supply of paper, including newsprint. □

Senate urged to consider implications of human-rights treaties on free press

ANPA has urged the Senate Foreign Relations Committee to assure that four human-rights treaties pending ratification adequately address free press considerations.

In comments Dec. 28, ANPA Executive Vice President and General Manager Jerry W. Friedheim asked the committee to consider carefully "any provision which might hamper the gathering of news and the flow of information," including those implying prior restraint, a right of reply and closed court proceedings.

The Association suggested specific wording and reservations about four articles of the International Covenant on Civil and Political Rights, four articles of the American Convention on Human Rights, and one article each of the International Convention on the Elimination of All Forms of Racial Discrimination and the International Covenant on Economic, Social and Cultural Rights.

Although the committee conducted hearings in early November, no Senate action is expected soon. Copies of ANPA comments are available from the Government Affairs Department at The Newspaper Center. □

ANPA invited to commission for UNESCO

ANPA will be invited to join the U.S. National Commission for UNESCO, a 100-member body of private and government representatives which serves as one link between the United States and UNESCO. Each UNESCO-member country has a similar commission.

The U.S. commission decided at its 43rd annual meeting in December to extend the invitation to ANPA.

Concurrently at that meeting in Athens, Ga., the commission sponsored a conference of experts to suggest guidelines for an American agenda for a new world communications order. The experts made 23 recommendations, including one to establish a U.S. International Communications Council to "commission and publish pertinent policy studies" and to "discuss and present Council views on broad structural and budgetary issues and on policy considerations."

The council would include representatives from the media, the telecommunications and information processing industries, and business consumers of international information.

The U.S. National Commission for UNESCO neither endorsed nor opposed the recommendations. But Bernard Engel, the commission's executive director, said, "they do make sense. The private sector has to make its views known and needs a channel through which to do it."

Joseph P. Rawley, general manager of The High Point (N.C.) Enterprise and ANPA's representative at the recent World Administrative Radio Conference, attended the Georgia conference. He thinks it may signal a "turning point" in U.S. policy toward international communications.

"It was evident at the meeting," said Rawley, "that rather than the former narrowly-defined, very well-structured UNESCO dialogue, this whole phenomenon of the 'new world information order' is being broadened. It is being perceived by many domestic special-interest, mi-

nority and concerned citizens' groups as something that should be of interest to them."

Rawley also noted that communications policies are likely to be "at the cutting edge" of international diplomacy with developing nations during the 1980s. "The United States, as a major supplier of communications hardware and capacity, may have the whole area of developing nations' internal communications capacity figure very prominently in its relations with these countries," he said. □

World press notes

At least 15 **journalists were killed** last year amid the turmoil of Iran, Lebanon, Uganda, Nicaragua and other international hot spots, according to the International Press Institute.

IPI's 1979 survey of world press freedom also counted 13 assaults, 12 bombings, 30 arrests, 28 expulsions and 25 jailings involving journalists, plus the banning or suspension of 69 newspapers.

Moreover, in a sobering admission of incompleteness, the annual report added that "in many instances of authoritarian countries, it is impossible to obtain detailed news of state intervention; but even where governments allowed and publicized the persecution of the media, it has been impossible in many cases to verify the true facts."

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An organization called "Journalists in Europe" and the Columbia University Graduate School of Journalism plan to establish a "**Journalists in America**" pilot program in 1982 as part of ongoing efforts to create a network of journalists specially trained in global affairs. An experimental "Journalists in Asia" program was conducted last year in Japan. Meanwhile, the deadline for the 1980-1981 "Journalists in Europe" internships in Paris has been extended to March 1. The eight-month term, which entails writing and editing articles about European issues, begins Oct. 15. Some scholarships are available for the $8,000 cost of the program. Fluency in French is desirable. Applications should be sent to International Division, Graduate School of Journalism, Columbia University, New York, N.Y. 10027. □

Another controversy flares over Moscow Olympic Games: Restrictions on publications

By Kathleen Hunt Baird
presstime staff writer

If the Summer Olympic Games go on as scheduled in Moscow, and unless the Soviet Union changes its policy, Western news media, athletes and spectators there will have to do without familiar newspapers or magazines.

The Soviets have decided to restrict the availability of Western publications, despite their having signed the Olympic Charter and Helsinki accords—both of which call for public access to various media.

The restrictions have begun to draw protests from several quarters, principally the 70-nation Association for the Promotion of the International Circulation of the Press, or Distripress.

Distripress President Harold Algrant says that only a smattering of Western publications are available in Moscow, most of them confined to embassies, hotels catering to foreigners and several Soviet agencies. They don't meet normal needs, much less the demand that would be associated with something as large as the Olympics, he notes.

Even in Hitler's Germany, Algrant points out, foreign publications were distributed freely during the 1936 Olympic Games in Berlin.

Algrant recounts a frustrating game of bureaucratic Russian roulette, with the stakes being the availability of non-Soviet news and views in Moscow.

When Distripress contacted Mezhdunarodnaya Kniga, the centralized Soviet agency which handles all imports, the agency replied that ". . . OCOG (Organizing Committee of the Olympic Games in Moscow) is responsible for all questions concerning the preparation for the 22nd Olympic Games."

The International Olympic Committee, which selected the Moscow site and oversees the OCOG, wrote Distripress that ". . . it will undoubtedly be necessary to increase the number of imported periodicals. Make contact with the OCOG on this subject."

But the OCOG advised Distripress that " . . . this matter is exclusively within the competence of V/O Mezhdunarodnaya Kniga . . ."

Boris Stukalin of the USSR Council of Ministers, and chairman of the State Commission on Publishing, Printing and Book Trade, cabled that "the distribution of newspapers and periodicals is not in the competence of the State Committee. Purchases are in the hands of Mezhdunarodnaya Kniga."

And the Russian embassy in Switzerland, home of Distripress and the International Olympic Committee, cabled: "The handling of this request (for information) will take a long time since the courier service between Bern and Moscow runs only once a month."

In an attempt to remedy the situation, Algrant says Distripress will "try to mobilize the world press." The issue was discussed at the Executive Committee meeting of the International Federation of

Newspaper Publishers Jan. 22-23 in Helsinki, and several other media organizations and individual journalists have commented on the restrictive Soviet policy.

Algrant adds that Distripress will continue "contacting responsible people in various organizations in Russia to get some answers."

Not an easy matter, perhaps. The Russian embassy in Washington referred **presstime** to Yuri Kartsev, Soviet representative of the Olympic committee in New York. Kartsev's office referred **presstime** to Igor Preferanski, the Mezhdunarodnaya Kniga representative at the Soviet trade mission in Washington. Preferanski's office referred **presstime** to Kartsev. □

Reporters to appeal trespassing convictions

Nine reporters and cameramen convicted of trespassing while covering an anti-nuclear demonstration at a power plant construction site will file notices of intent to appeal with the Oklahoma Court of Criminal Appeal, according to an American Civil Liberties Union lawyer who represents five of the journalists.

The news personnel had followed demonstrators onto the Black Fox site near Tulsa instead of staying in a viewing area designated for the press by the Public Service Co. of Oklahoma.

The same district court judge who found the media defendants guilty of trespassing Jan. 15 had dismissed similar charges against the 319 protesters themselves after a trial resulted in a hung jury. The reporters had decided on a trial before a judge and not a jury because of complex constitutional issues involved.

According to ACLU attorney Dennis Neal, the reporters will continue to contend that they were denied reasonable access to the news event by the Public Service Co.; that Judge David Allen Box's determination that the viewing area allowed reasonable access was based on hindsight; and that, in fact, reporters who covered the demonstration from that area lacked access to all significant news developments.

Judge Box found that there is a First Amendment right of the news media to reasonable access to the news: that which is available to the public generally. He cited five principles of law:

- It appears that the press is not immune from restrictions or regulation.
- The First Amendment does not guarantee to the press a constitutional right of special access to information or places not available to the general public.
- The First Amendment does not carry with it an unrestrained right to gather information.
- The First Amendment does not, in the interest of securing news or otherwise, confer a license on a reporter to violate otherwise valid criminal laws.
- Newsmen have no constitutional right of access to the scenes of crimes where the general public is excluded.

Among the seven cases cited by the judge as "relative" to this case was *Houchins v. KQED, Inc.*, in which the U.S. Supreme Court held in 1978 that the news media have no constitutional right of access beyond that of the public to enter a jail or other government facility. □

Oregon bars disclosure of nursing home data

Unless a special session of the Oregon legislature is called, Oregon newspapers will have to live with a "classic example of privacy gone whack-o" until 1981, according to Roger W. Williams, executive director of the Oregon Newspaper Publishers Association.

Williams' dismay arises from an amendment to Oregon's Public Records Law which prohibits the disclosure of information to the public on nursing home patient abuse. It was passed by the 1979 legislature.

Williams has assured Oregon newspapers that ONPA will seek repeal or "at least some significant amendments" during the legislature's next session—in 1981—or in a special session if one should be called in the interim. A court test is considered unlikely at this point, according to ONPA officials. □

Group seeks Alaska FOI law

The newly formed Alaska Freedom of Information Task Force in January published the first edition of its new newsletter, The FOI Defender, edited by Thomas A. Snapp, publisher-editor of the All-Alaska Weekly.

The task force, organized in December as a project of the Farthest North Chapter of the Society of Professional Journalists, Sigma Delta Chi, is working for enactment of an "acceptable" freedom of information law in the 1980 session of the Alaska Legislature. □

Equipment for sale

One IBM System 7 with 56K of core memory and a 1.5 megabyte removable and 1.5 megabyte fixed head disk drive. Two ECRM OCR scanner systems with two PDP-8E computer controllers. Output is Digital typeset 8 6-level TTS paper tape for Harris Fototronic TxT typeset. Also, two Digital typeset 8 systems with PDP-8E controllers with dual mag tape drives and 32K fixed head drives for paper tape output with on-line hardware for TxT typesetters. Contact Dave Stern, Omaha World-Herald, World-Herald Square, Omaha, Neb. 68102; (402) 444-1000.

National offset plate processor, model 330, will accept 33-inch wide plates. Still in use, about eight years old, works great; new models are over $6,000, we'll sell this for $1,800. Contact Ben Myers or Don Coulter, The Lapeer County Press, Lapeer, Mich. 48446; (313) 664-0811.

AM Multi-Lith, model 2066, size 14 x 20, needs some work. Contact B. J. Tomaso, Milford Daily News, Milford, Mass. 01757; (617) 473-1111.

Two Napp Superstar plastic plate processors in excellent condition, currently being used in production, available on or before July 1. Contact Shiad Ames or Harold Fitzsimmons, Edmonton Journal, 10006 101 Street, Edmonton, Alberta, Canada T5J 2S6; (403) 425-9120.

Compuscan Alpha scanner with special package including many extras, three years old, complete spare parts package. Also, 12 IBM Selectric II typewriters, 1976 models, under service contract while in use; also, PDP8/I 4K memory, mag type drive, three transports, two readers, two high-speed BRPE punches. All equipment in good condition and in use through June 1979. Where is, as is. Contact Dave Ross, Daily Local News Co., 250 N. Bradford Ave., West Chester, Pa. 19380; (215) 696-1775.

Compugraphic 4961 TL, 20 fonts and width plugs, manual, spares; 2961 HS, five fonts, three gears, manual, spares; 2961 HS, four fonts, three gears, manual, spares; five keyboards to punch tape for above, two tape winders. Also, ACM 9000 with keyboard, 6 to 36 pt., 8 fonts, AKI three keyboards with visuals; Justowriters reproducer, JU, 8-pt. Times Roman; Datatype OCR with video editing; Facit punch; Decitek reader; Didde-Glaser DG 320 inserter, three pockets (two into one). All now operating, available immediately, priced well below market. Contact Sam McMichael, Jim Forbing or Norm Hirsch, Des Plaines Publishing Co., 1000 Executive Way, Des Plaines, Ill. 60018; (312) 824-1111.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, executive director, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

June Smith: Writer turned writing coach

By C. David Rambo
presstime staff writer

The editors of the DeLand (Fla.) Sun News one day got fed up with proofreader June Smith's rewriting stories on page proofs.

"They didn't like that very much," Smith recalls, "so they pulled me into the newsroom."

It wasn't for a reprimand, it was to assign her the task of sharpening, brightening and tightening stories *before* they were set. That experience led to her being named, two decades later, the resident "writing coach" of the Orlando (Fla.) Sentinel Star.

Known for her "remarkable facility for teaching writers, especially young writers," as Editor Jim Squires puts it, Smith was plucked from the slot position on the news features desk when the new job was created about four months ago. She also "just happened to be the very best word editor on the newspaper," Squires adds.

"I could always write—it was easy," Smith says. "People have always come to me for help with their writing . . . people just naturally come to me."

Smith, who describes herself as "a poet, I've always been a poet," had her first poem published at age 13 in The Florida Times-Union, Jacksonville. Since then, her by-line has appeared over short stories and poems in a number of magazines, including the Saturday Evening Post.

Born in DeLand, Fla., Smith attended DeLand High School before dropping out in 11th grade. Although she did not graduate from high school or college, "I have studied all my life. It's just what I like to do. And after all, when you don't have a piece of paper (a diploma), you have to know a lot more than everybody else."

She left the DeLand Sun News in 1969 for an editor's post at the Sentinel Star, where she still is associated with the news features desk as "copy chief."

Because she already was spending a fair amount of time helping Sentinel Star staff members with their work and getting positive results, it was natural that the challenge of functioning as the newspaper's full-time writing coach should fall to her.

"There's a kind of mystery in writing. A lot of it has to come from the heart and soul," she explains. The best writers, be they rank amateur or pro, have "a passion for writing. Passion is the most important thing."

But with that passion comes a need for sensitivity from editors, she emphasizes. "An editor can't be sensitive with his writers under deadline." And that's one reason the writing-coach program is working so well. She has plenty of time to devote to the Sentinel Star's 105 reporters.

Smith meets with them individually to discuss their difficulties, and she sometimes holds seminars to delve into more general writing problems. "Encouraging and inspiring are the most important tools," she says.

She also works closely with editors, reminding them that "an editor can make or break a story—and an editor can make or break a writer."

Smith says "organization" is the biggest problem in newspaper writing. "Writers dive in without thinking, especially when they're on deadline." She urges reporters to "evaluate the information you have and then think about it. Out of all this information, ask yourself, 'What is the most memorable, what are the most important points?' . . . Then put away your notes (temporarily) and start writing."

But many times beginners, especially those fresh out of college, are hampered by deficiencies in grammar and spelling, not to mention such things as "trying to cram too much into their leads."

The more experienced writers, she notes, may need to concentrate on the "fine points. The organization usually is there."

She advises writers to make generous use of the "narrative hook," a term borrowed from fiction writing which she defined as "such an enticing lead that they (readers) can't resist it, they can't refuse it. Do it with impact, and the snorter the better."

Sentinel Star Editor Squires, who established improved writing as a top priority at the newspaper, says he is getting "remarkable results."

"Our program works mainly because of the combination of experience, personality and respect that June Smith has," Squires says. But he sees a problem down the road. "She's so good, we'll have a hell of a time replacing her some day." □

'Coach' Smith goes over a story with Sentinel Star reporter Scott Abrahams.

Seeking a better way of financial reporting

By William H. Jones

Over the next two months, headlines on the financial pages will attempt to tell the story of business profitability in 1979. In a few instances, these reports probably will make front-page news and be recounted very briefly on the nightly television news programs.

But is the news business doing its job by merely reporting numbers? Profits of the major oil companies are certain to be much higher in the year just ended than they were in 1978, for example. In the typical shorthand of headline writing, you will probably read banners or hear newscasters stating that Exxon profits "soared" by 75 percent or some equally astounding number.

There is no question that the petroleum giants have been embarrassed by the large numbers they have been reporting. In the third quarter of 1979, oil profits were up some 100 percent from the same period a year earlier. They increased during a period when consumers were tightening their belts because of soaring costs of energy, among many factors.

William H. Jones

Exxon's third-quarter increase in profits of 120 percent over the same 1978 period was greeted with such descriptions as "obscene" by various politicians. At least one corporate executive says he believes this sort of public reaction to business profit reporting is a dangerous development. "Disastrous, often brazen, and certainly thoughtless" is the way businessman David L. Shanks describes not the reporting of corporate profits by the media, but the earnings statements issued by major oil companies last fall.

Shanks is director of corporate public relations and advertising for Rexnord, a major manufacturer, based in Brookfield, Wis., of bearings, chains, fasteners, knives and machinery.

He has been engaged, for the past year, in a lonely struggle to persuade business that current methods of reporting profits and losses are planting the seeds for future woes. "I'm the guy who feels that the public's gross misperception of profit levels leads to profound, often misdirected, legislation. . . . The misperception continues to build because business and the media communicate profit levels so that they are misunderstood by the majority of the public," says the Rexnord executive.

What Exxon should have reported, in Shanks' view, is that its after-tax profit as a percentage of sales for the third quarter was 5.55 percent, up from 3.27 percent in the 1978 period.

Jones is deputy financial editor of The Washington Post. *© 1980, The Washington Post Co. Reprinted with permission.*

Instead, like other businesses, Exxon reported its net income —the after-tax profits total compared with the same figure for 1978. Normal changes in economic conditions and business cycles often lead to sharp rises and declines in profits on a year-to-year basis of comparison. Shanks says he thinks the general public is misled in either instance to believe that a business is making too much money or is in trouble.

In support of his thesis, Shanks can point to numerous surveys over the years that indicate that many Americans do not have a clear understanding of profit levels.

An NBC News/Associated Press poll last May found 68 percent of the public saying that business profits were too high. Arthur D. Little Inc.'s Opinion Research Corp., in a report last November, showed that the public estimated all manufacturing industry profits at 32 percent of sales, up from 29 percent in 1976, while the actual level of such profits was 5 percent.

Partially in response, at least two newspapers, The Milwaukee Journal and Milwaukee Sentinel, have changed some of their profit-reporting methods. "To the extent that we have time," says Journal business editor Dave Beal, his financial section emphasizes profit margins in corporate earnings accounts. "We're also trying to get away from using 'record' earnings in headlines, because of inflation that distorts results. . . . If a company didn't have record earnings, it lost ground."

The Milwaukee journalist argues that profit-margin figures (profits as a percentage of sales) are a better measure of company operations than the percentage fluctuation in total profits on a year-to-year basis. At the same time, Beal says that a measurement showing return on investment would be even better. But under deadline pressures, with typically small staffs, Beal notes that financial sections do not have the time to take data from many companies and translate them into different figures.

Most news business reports on company earnings reflect what the businesses themselves find to be significant—and percentage growth or shrinkage of profits is a key measurement that corporations highlight.

Frederick Taylor, executive editor of The Wall Street Journal, believes it is "not practical" to ignore a statistic that business leaders themselves emphasize.

As with many similar issues facing the media, part of the difficulty in reporting corporate profits is that there are many different media audiences. Readers and viewers include sophisticated investors and corporate executives as well as the general public with no special expertise or interest, other than as consumers and citizens.

Rather than limiting the emphasis of corporate financial reporting to profit margins as suggested by Shanks, a better approach would be for businesses to provide more extensive disclosure in their reports to the media—including profit margins and the traditional percentage change measures as well as return on investment and more sophisticated guides to a company's performance.

This would place the onus for making independent judgment about what information to report or emphasize where it belongs —in the newsroom. □

1st Amendment Congress divided

By Kathleen Hunt Baird
presstime staff writer

The First Amendment Congress in Philadelphia was a statement of views—sometimes muted, sometimes harsh—by the 285 journalists, lawyers, union leaders, educators, business executives and special interest groups who attended the Jan. 16-17 session.

From it, the event's steering committee has developed an agenda for dialogue among the 150 delegates expected to attend the second congress in Williamsburg, Va., March 16-18.

In the early phases of the Williamsburg meeting, 10-to-15-member working groups will develop action plans for subsequent presentation to the entire congress.

The 12 working sessions will focus on:

- Sensitizing the public to the First Amendment
- Sensitizing the legal profession and members of the executive and legislative branches to the First Amendment
- Sensitizing the media to the entire Bill of Rights
- Privacy and the right to know
- Public access to media
- Access to information
- Business, advertising and freedom of commercial speech
- Government regulation and media
- Responsibility, fairness and accuracy
- Values in conflict—the First, Fourth and Sixth Amendments
- The First Amendment and special interest groups
- Other aspects of the Bill of Rights—freedom of religion, speech, assembly and petition.

At the Philadelphia congress, held in the historic First Bank, the delegates and the panels vigorously debated relations between the media and the judiciary.

CBS Senior Correspondent Dan Rather, who substituted for Walter Cronkite as keynote speaker, said a pattern of U.S. Supreme Court decisions has narrowed the role of the press, which he described as "not an attack dog, not a lap dog, but a watchdog who barks at everything suspicious. But in one of the more astounding ironies of our history, the courts then began saying that the press has gone far outside the bounds of what it is supposed to be doing."

However, Anthony Lewis, a lawyer and New York Times columnist now on a Harvard University teaching fellowship, disputed him.

"The press has greater freedom than at any other time," Lewis said. "During the last 15 years, the Supreme Court has interpreted the First Amendment in a remarkably expansive way. The press has lost some cases, but most losses were cases where the press was trying to gain new legal advantages, not established ones."

Many other delegates focused on the possibility of legislative standards and judicial controls being imposed on the press.

"I strongly support full press freedoms," declared New Orleans Mayor Ernest N. Morial, "but to the extent that the press continues in the inadequate manner in which it performs, we will continue to see judicial restriction on the conduct of the media."

Morial criticized the media for oversimplification, a preoccupation with personalities rather than substance, a desire to entertain at the expense of informing, a lack of objectivity, and reporters who are uninformed about the issues they cover.

Also during the congress, Dr. George Gallup Jr. released the findings of a specially commissioned poll about the public's attitudes toward the press and the First Amendment. (See story, next page.)

The delegates' reaction to the congress ranged from a union representative's comment that the event was "self-serving and incestuous" (about two-thirds were from the media) to a broadcaster declaring that "we're off to a good start." Many of the delegates offered suggestions for future action, including conducting state and local First Amendment congresses, producing camera-ready First Amendment posters, making additional contact with schools and teachers and giving more attention to the areas of censorship of student newspapers and book-banning in public school libraries.

Reflecting on the outcome of the congress, Jean H. Otto, president of the Society of Professional Journalists,

Steering Committee Chairman Jean Otto of The Milwaukee Journal speaks as moderator Paul Davis of WCIA-TV, Champaign, Ill., and keynoter Dan Rather of CBS News look on.

on dangers

Sigma Delta Chi, editor of The Milwaukee Journal's op-ed page and chairman of the steering committee, said, "More conversation is needed. Certainly we weren't able to pinpoint all the concerns, but it's a beginning."

"I'm afraid the public doesn't give a damn," she continued. "That's the whole point. They're going to lose their right to a free press. They have to know it's their loss and once it's lost, by gosh, it's going to be hard to get back. All other rights hang on their knowing what's going on."

To maximize public exposure, public television station WHYY of Philadelphia videotaped the congress under a $20,000 grant to SPJ,SDX from Johnson & Johnson for possible future airing over the Public Broadcasting System.

Despite the presence of 85 working journalists, the congress received sparse attention in the print media. And of the three commercial TV networks, only CBS mentioned the congress on an evening newscast.

Audio cassettes of the entire congress are available for $30 from Patrick Hinchey at Williams, Brown & Earle, 904 Chestnut St., Philadelphia, Pa. 19107. Cassettes of individual panel discussions and speeches also are available. □

About 285 people packed Philadelphia's historic First Bank for the first of two congresses.

New Gallup Poll: A mixed bag for free press

In a poll conducted by Dr. George Gallup Jr. for the First Amendment Congress, 69 percent of the 1,523 adults surveyed said a reporter should not be forced to divulge confidential sources in court. But now the bad news: Nearly four out of 10 believe stricter curbs should be placed on the press—nearly double the number who felt that way 20 years ago.

Twenty-one percent answered "should" and 10 percent had no opinion when asked: "Suppose a newspaper reporter obtains information for a news article he is writing from a person who asked that his name be withheld. Do you think that the reporter should or should not be required to reveal the name of this man if he is taken to court to testify about the information in his news article?"

The poll, conducted Dec. 7-10, indicates a change in public attitude since 1972. Then, 57 percent of those polled answered "should not," 34 percent answered "should" and 9 percent had no opinion.

Another question, "Do you think the present curbs placed on the press are too strict or not strict enough?," also revealed a shift in public attitude. Thirty-seven percent answered "not enough," 17 percent said "too strict," 32 percent thought the curbs were "about right" and 14 percent had no opinion. In a 1958 survey, 21 percent had favored "placing greater curbs on what newspapers print," 58 percent disapproved and 21 percent had no opinion.

In the latest poll, respondents favoring stricter curbs were asked to explain their reasons. Gallup synthesized those responses into three categories: newspapers sometimes publish information that is not in the best interests of the nation and should be kept confidential; they distort and exaggerate the news in the interest of making headlines and selling newspapers; and they rush to print without first making sure all facts are correct.

In fact, the poll indicated there has been a sharp decline in the public's perception of the accuracy of articles about which they had some personal knowledge—from 70 percent in 1958 to 47 percent last December.

The new poll also found that 76 percent could not answer the question, "Do you happen to know what the First Amendment to the U.S. Constitution is, or what it deals with?"

Responses showed little significant variation according to age, sex, education, political affiliation or geographic locale.

Commenting on his findings, Gallup said, "it is clear from our recent survey that the press in America is operating in an environment of public opinion that is increasingly indifferent—and to some extent hostile—to the cause of a free press in America."

However, he added that the "survey findings clearly show that a great deal of goodwill exists toward the press upon which to build in the years ahead." He advised the media to educate the public about First Amendment rights and how they were gained, and to renew their sense of the need for professional standards. □

Action on Canadian FOI bill expected following elections

Both the Progressive Conservative and Liberal parties vying for power in Canada's Feb. 18 national elections say they will reintroduce first-of-its-kind, freedom of information legislation that was sidetracked when parliament was dissolved late last year.

The legislation, introduced Oct. 24 on behalf of Prime Minister Joe Clark of the Progressive Conservative Party, had advanced through two readings in the House of Commons. It was awaiting hearings before the Standing Committee on Justice and Legal Affairs when Clark's government received a vote of no confidence Dec. 14.

Peter Grant, chairman of the Canadian Bar Association's Special Committee on Freedom of Information, said the Clark bill bore some resemblance to a model freedom of information bill his committee had drafted last year with support of the Canadian Daily Newspaper Publishers Association.

Grant also said that while he considered some exemptions in the Clark bill "overly broad," he was "generally speaking, quite pleased with it."

Whether a freedom of information bill introduced on behalf of a Liberal government "would be as good as the Tory (Progressive Conservative) bill is another question," he added.

The Clark bill would have established the right of Canadians and permanent residents of the country to have access to government records, with certain exemptions. Complaints arising from denial of access would have been made to an information commissioner, whose decisions would have been subject to appeal in court. □

Winning entries in writing awards compiled into book

Winners of the 1979 American Society of Newspaper Editors Writing Awards contest have had their work published in a book called *Best Newspaper Writing*.

Editor of the project was Roy Peter Clark, former member of the Auburn University English Department faculty who in 1977-78 served as "writing coach" for the St. Petersburg (Fla.) Times. Clark now is on the faculty of the Modern Media Institute, which, along with ASNE, compiled the new volume, the first of what is expected to be an annual series.

The book is being touted as a "must" for newsrooms and journalism schools.

Best Newspaper Writing costs $3.95 per copy, plus $1 for postage and handling, and can be ordered from Modern Media Institute, 556 Central Ave., St. Petersburg, Fla. 33701. □

Information kits for 1980 Census mailed to papers

The U.S. Census Bureau has mailed newspapers 1980 Census information kits for public-service promotions in connection with this year's national head count.

Materials include news releases, feature stories, a fact sheet and related background information on the census—its purpose and process.

The 1980 Census promotion is being coordinated on a voluntary basis through the Advertising Council—a non-profit organization of agencies, advertisers and media.

All media "advertising" and related promotion and publicity will be provided without charge. "This is completely a public service campaign," said Ray Bancroft, field operations supervisor for promotion at the U.S. Census Bureau.

The only paid advertising associated with the census will be "small (newspaper) classified ads on an as-needed basis" for recruiting census-taker applicants, Bancroft noted. Those ads are placed by the 409 temporary census offices nationwide as the need arises.

Each household should receive its census form in the mail by Friday, March 28. The form is to be returned by Tuesday, April 1. □

More on the 1980 Census: —See pages 26-29

'Shoe' **By Jeff MacNelly**

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Publisher invests in future: young readers

By Charles B. Seib

If one were asked to write a scenario for a newspaper publisher's nightmare, it might go something like this: Slowly, all the people in his community stop reading. Some stop because they are barely literate. Others stop because they aren't comfortable with the printed word. Increasingly, they all rely on what they are fed through the television tube.

A nightmare, to be sure. But how far is it from future reality? There is no question but what many members of the new generation spend the time their elders spent devouring books gazing at the tube. They know how to read, of course, and they do, but reading is less important to them.

Newspapers are responding to this fact of modern life in a number of ways. They are increasing their efforts to be more interesting and useful to their readers. They are working on the quality and readability of journalistic prose. They are encouraging the newspaper habit through newspaper-in-the-classroom programs.

Charles B. Seib

All these efforts are to the good. But what about evidence that down at the roots of our educational system—in the very beginning grades—children aren't getting the foundation they need for a lifetime reading habit? How do you make sure that potential newspaper readers of the future develop the basic ability to understand what appears on the printed page?

George McLean, a teacher turned newspaper publisher, thinks he has found the answer—or at least part of the answer.

McLean is the owner of the Northeast Mississippi Daily Journal in Tupelo. He took over a bankrupt weekly in 1934 and today, with 35,000 circulation, his newspaper is the second largest daily in the state.

So McLean, now 75, knows how to run a successful newspaper. He also cares deeply about his community. Both as a newspaper publisher and a community leader, he has been distressed by the quality of the education in the public schools of his area. He has been particularly distressed by deficiencies in the teaching of reading and what that means to his own business and to the well-being of the area generally.

Several years ago, McLean decided to do something about it. After consulting with school authorities, he committed his paper to invest, at the rate of $110,000 a year for 10 years, in a basic literacy program in the first grade classes of the schools in Lee County, one of the 14 counties his paper serves. He is now two years into the program and meeting that commitment and more.

The money from the Journal is used to hire teacher aides who concentrate on building reading skill. There are now 25 of them, and they are in every first-grade class in the county's schools.

All the aides have at least high school educations. They are housewives, former teachers, teachers-to-be, elderly people who relish the chance to help youngsters. They are paid about $4,500 a year, which is about half the average salary of a Mississippi elementary school teacher.

Except for a Journal employee who makes sure the program is working effectively, its operation is left entirely to local school authorities. They hire and assign the aides and supervise their work.

Gene Maeroff, a New York Times reporter who took a look at the program last fall, found that it works. "Pupils who had the benefit of additional attention last year as first-graders have made improvements never before attained in the six elementary schools of this largely rural school system," he reported.

McLean cites figures gathered by state school officials documenting that first-graders made dramatic advances in reading skill when helped by teacher aides. Some advanced all the way to the third-grade level. All the participating schools are now equal to or above the national average in reading ability, he says.

McLean hopes to see his program expanded beyond the first grade and beyond Lee County, but he says the Journal is doing all it can. He has tried to interest other local businessmen in helping out, but so far he has had little response. He recently reported to his readers, however, that "a northern lady" who saw The New York Times article offered an anonymous contribution of $55,000 if local matching funds can be raised.

McLean makes a clear distinction between the reading program and charitable contributions. He says his paper gives the allowed 5 percent of its pre-tax profits to established charities.

The reading program is a legitimate business expense, he says, and he is ready to defend that position in the courts. He says his Washington tax lawyer, a former Internal Revenue Service agent, supports him, asserting that "without readers a newspaper is out of business."

George McLean is a man who cares about his community and about the future of newspapers. He also cares about people as individuals and their right to decent, productive lives. He thinks that some of the money that business puts into foundations promoting broad programs in health and the arts and the like might better be invested at the grass roots, the human roots.

"It is my conviction that newspapers must be in the forefront of a program to really educate the coming generation in reading," he says. But it is not just narrow self-interest that motivates him. As he puts it, "You can't build a house without a foundation, and you can't build a life without literacy." □

Seib, former ombudsman for The Washington Post, is a regular contributor to **presstime.**

Papers told what's coming from census

By Mike Kelley

The 1980 Census will produce more than 250,000 pages of published statistics, and much of that information will be valuable to newspapers and their readers, U.S. Bureau of the Census officials said Jan. 18 at a workshop on "Using Census Data in the Newsroom."

The day-long session in Syracuse, N.Y., attended by 43 representatives of nearly 40 newspapers in the Northeast, was the first of four regional conferences sponsored by the ANPA News Research Center and the Census Bureau. The others are scheduled Feb. 1 in Memphis, Tenn., Feb. 29 in Chicago and March 21 in Long Beach, Calif. [**presstime**, January, page 29].

Sharon Gongwer Johns, special assistant for technology transfer in the bureau's Data User Services Division, described what information newspapers can expect and how to obtain it from regional census offices and local municipal officials.

Johns said census statistics will be broken down by region, state, county, municipality and in some cases by neighborhood and even block.

Census findings will become available to the press in three stages, she said. Preliminary counts of population and housing will be released sometime between August and September, with more refined data following between November and February 1981. Final reports will be available sometime thereafter, Johns said.

District offices generally will be the source for information, and news releases usually will precede the arrival of major reports, she said. Larger metropolitan areas probably will have to wait a bit longer than smaller cities and rural areas for their localized reports, Johns added.

She suggested that newspapers consider filling the gap between the March 28-April 1 start of the census and the arrival of finished reports with feature stories on census workers, previous censuses and census privacy safeguards, among other topics.

Syracuse Herald-Journal

Joann Crupi, city editor of the Albany (N.Y.) Knickerbocker News, is shown regional census boundaries by information officer Maury Cagle of the U.S. Census Bureau.

Another workshop speaker, Bryant Robey, editor of American Demographics magazine, said newspapers can turn census statistics into informative stories on social change. (See next story.) If the census indicates a sharp increase in divorce and a trend toward postponing marriage, for example, newspapers might evaluate how such factors will affect the demand for housing, Robey said.

Robey warned conferees to compare state and local census data to national figures as they prepare their stories and to be aware that short-term trends have a way of reversing themselves. "Remember the baby boom?" he reminded.

Maxwell E. McCombs, John Ben Snow professor of newspaper research at Syracuse University's S.I. Newhouse School of Public Communications, said not only newsrooms but also circulation departments and readership researchers can benefit from the census.

The census probably will confirm, for example, that persons aged 15 to 29 or over 65, traditionally two of the age groups least likely to read daily newspapers on a regular basis, are the most rapidly growing segments of the nation's population, said Dr. McCombs, who also serves as director of the ANPA News Research Center.

Editors and circulation executives will have to study these and other demographic changes evidenced by the census and make appropriate adjustments to the content and format of their newspapers, he suggested.

"The real value of census data," McCombs said, "is in sensitizing you to what's happening in your community."

Maury Cagle, assistant chief of the Census Bureau's Office of Public Information, told the audience that the census will cost taxpayers between $875 million and $1 billion—more than four times the cost of the last national head count in 1970.

Cagle stressed that although many volumes of census-generated statistics will be public information, responses by individuals on census questionnaires are confidential. Census workers who violate their oath of confidentiality face fines of up to $5,000 and five years in prison, Cagle said.

Further, census forms are destroyed after two years, and microfilm records made from those forms do not contain addresses of respondents, he said. Only sworn census workers will have access to those individual files for the next 72 years, Cagle added. □

Kelley is a reporter for the Syracuse (N.Y.) Herald-Journal.

Newspapers' use of demographics growing

By Kristin McGrath

The news which reporters gather and the stories which their newspapers publish are only a small part of what local newspapers know about their community. In fact, the research department of the local newspaper is frequently an area's most comprehensive source of information about itself.

Newspaper research departments collect detailed demographic information about their readers. The information is used by all departments of the newspaper, in addition to advertisers, local government, public interest groups and firms considering a move into the area.

Most of the information collected by our research department at the Minneapolis Star and Tribune is survey research data. In the past two years, we have interviewed nearly 70,000 people in the Twin Cities area for survey research projects—about 5 percent of the adult population—and they have given us about 3 million answers to questions of all kinds.

The uses of these data are varied:

- The U.S. Army wanted to know where to locate recruiting stations.
- A national audio equipment chain requested demographic information to help decide where to locate stores.
- A citizens' group concerned about the decline of a neighborhood shopping area asked for trends on retail buying and the demographic characteristics of shoppers.
- A grocery store chain wanted to compare the demographic characteristics of its shoppers with those of people who shop elsewhere.
- The newspapers' top management group asked for a presentation relating newspaper readership patterns to demographic trends in the Twin Cities area.
- A manager assessing future press capacity needs asked for readership projections through the year 2000.
- A task force planning editorial strategy for the Star asked for extensive information about demographic trends and newspaper readership patterns to identify potential audiences.

McGrath is research director for the Minneapolis Star and Tribune. Reprinted with permission from the February 1980 issue of American Demographics magazine, Ithaca, N.Y.

Kristin McGrath

Survey of researchers

A national survey of newspaper researchers was conducted recently among 136 members of the Newspaper Research Council. There were 101 replies, for a response rate of 74 percent. The findings confirm that most newspaper researchers receive similar requests for data.*

The researchers were asked: "Where do you obtain most of the demographic information on your market that you use?" Their responses were as follows:

Your own survey research projects	79%
Census-based data from private data companies	33%
Census Bureau data	32%
Other available survey research data	25%
All other sources	5%

(Answers add up to more than 100 percent due to multiple responses.)

Several researchers said they plan to rely to a greater degree on census data when 1980 results are available. "When census data are fairly current, we use them on an equal level with our own research," commented Don Gross, market research manager for Newsday, Long Island, N.Y. According to the survey, the most frequently used outside source of demographic data is "The Survey of Buying Power," put out by Sales and Marketing Management Magazine.

The Star and Tribune's primary source of demographic information is a large survey data base that we call our Reader-Demo file, which has demographic information on people in the 10-county Twin Cities metropolitan area as well as information on their newspaper reading patterns. Containing information from 11,000 people, it is refreshed with new 1,000-interview surveys four times a year. The large data base allows us to analyze demographics for small geographic areas with statistical reliability. The survey is available on our computer and accessible through our custom timesharing programs.

Unlike magazines and television, newspapers traditionally have relied on their own survey research for data relating demographics to newspaper readership. However, two firms have started conducting syndicated studies on demographics and newspaper readership.

Three Sigma Research Center Inc. plans to publish a report in mid-April on the top 29 markets, based on two interviews each with 50,000 people. Its study, supported by 57 newspaper subscribers,

*Research departments usually exist only in the country's larger newspapers, with daily circulations of 50,000 or more, although many smaller newspapers use outside research firms. The survey reported in this article is representative only of large newspapers. The daily circulations of the newspapers represented break down as follows: Less than 25,000, None; 25,000 to 50,000, 4 percent; 50,000 to 100,000, 14 percent; 100,000 to 250,000, 37 percent; 250,000 to 500,000, 29 percent; more than 500,000, 16 percent.

covers the top 28 metropolitan areas and the top 31 ADIs (Areas of Dominant Influence), according to company president Bill Simmons.

Scarborough Research Corp. is conducting a similar study of five large markets—New York, Boston, Washington, Chicago and Detroit. The study interviews between 3,000 and 6,700 people in each area, gathering information on demographics, lifestyle and shopping behavior as well as newspaper readership, according to Harold Israel, the firm's president.

The researchers who responded to the survey revealed that by far the most frequent use of demographic data was to provide newspaper advertisers with market information. In fact, at least two newspapers—The Daily Herald and South Mississippi Sun of Biloxi—put out a monthly publication for advertisers containing current demographic and sales data.

Next in frequency came promotion and circulation strategies for their newspaper. About a quarter frequently used demographic research to help tailor the newspaper's content to the interests of specific groups, and almost 60 percent responded that they did so "sometimes"; 20 percent never used demographics for this purpose.

More than 60 percent of the researchers sometimes supplied demographic information for use in news stories; however, 29 percent never did so, and only 7 percent did so frequently, a finding which implies that much of the demographic information in news stories comes from sources other than a newspaper's own research department.

Table 1 contains the answers to the question asking reseachers to "rate the following potential uses of demographic information as to whether you use them frequently, sometimes or never."

Some of the uses mentioned in the "other" category of Table 1 include helping local businesses and industries evaluate commercial sites, mentioned by 12 researchers; providing information as a public service, mentioned by five; tracking historical trends and making demographic forecasts, mentioned by four; and providing information for strategic planning, mentioned by three.

The researchers also were asked to name the most important use that they make of demographic information. For many, this was a difficult call to make. "I think that they're equally important, but since advertising promotion seems to have the most direct payoff, that's where most of our efforts are concentrated," said Lee Kaplan of The Columbus (Ohio) Dispatch.

A similar response came from Peter Glaser of the Boston Herald American. "Demographic information is most often used at our newspaper as a key ingredient in our sales presentations to advertisers. They are often used to try to gain an advantage over our competitors in a variety of demographic categories which are important to a given advertiser. For example, to an exclusive men's store, we might highlight our high-income readers —or to a building supply dealer, we might emphasize our number of homeowners."

Table 1
Researchers' Ratings of the Uses of Demographics

Uses	Frequently	Sometimes	Never
Provide information on the market to newspaper advertisers	94%	4%	2%
Provide information for newspaper promotional strategies	69%	29%	2%
Provide information for circulation growth strategies	45%	45%	9%
Provide information to be used in tailoring newspaper content to specific demographic groups	23%	58%	20%
Provide information for top management decisions, such as major investments in plant and equipment	23%	54%	24%
Provide information to be used as part of news stories for the paper(s)	7%	63%	29%
Other	25%	6%	69%

(Not all percentages add up to 100 due to rounding.)

Cathy DeBois of The Tacoma (Wash.) News Tribune agreed that the most important use her paper makes of demographic information is to help sell advertising. "But the newspaper also benefits indirectly when the information can be used by non-advertisers. They often are more excited about our available data. The comment I hear more and more often is that the first place to check for market data is the local newspaper," she said.

"Hard to say," answered Arn F. Fraser of the Kitchener-Waterloo (Ontario) Record when asked to name his paper's most important use of demographic information. "Strategically, providing information to be used in tailoring newspaper content to specific demographic groups and providing information for circulation growth strategies are most important; but tactically, for immediate profit, providing information on the market to newspaper advertisers is most important."

The answers to the question on the most important use of demographic information were as follows:

Provide information on the market to newspaper advertisers	62%
Provide information to be used in tailoring newspaper content to specific demographic groups	12%
Provide information for circulation growth strategies	10%
Provide information for top management decisions	9%
Provide information for newspaper promotion strategies	3%
Provide information to be used as part of news stories in the paper	1%
Don't know/all are important	9%

(Percentages add up to more than 100 percent due to multiple responses.)

The 1980 Census

The survey of researchers also included an open-ended question on newspapers' plans for using the 1980 Census. Most respondents said they plan to use the census extensively; in fact, they can't wait to get their hands on it. "Every possible use," responded Beverly Everett, marketing research manager for the Seattle Post-Intelligencer. "We are voracious

data users and are eagerly awaiting the census data."

The research manager for the St. Petersburg (Fla.) Times and Evening Independent, Jack Vernon, said, "We will carefully examine data down to the block level. It will be a major factor in shaping our news and advertising products in the 1980s."

Some papers already have detailed plans for using census data. Research Manager John Timberlake said the Chicago Tribune plans to use census data to develop a circulation management system that can track progress and set goals for districts, to provide updated demographic profiles of selling areas for advertising and to evaluate changing demographic profiles that affect the paper's potential readership.

The Boston Globe's marketing research director, Ronald Kuzoian, said his paper plans to use the census information to "update our subscriber data base, which shows by census tract our paper's penetration." The paper has done a study to learn which demographic characteristics are the best predictors of Globe readership. By analyzing the demographic characteristics of each census tract, the paper can thus set circulation penetration targets for each tract.

The Columbus Dispatch's Kaplan said he hopes to use census data "to develop a system that will allow advertisers to test-market controlled demographic territories with preprinted circulars and product samples." The census will tell the Orlando (Fla.) Sentinel Star how Florida has grown. And the Los Angeles Times will put census data on line in its computer for use in sales presentations and promotions.

Newspaper researchers serve many clients, and conflicts can occur as a result. The St. Petersburg newspapers, for example, have a division, Sun Coast Opinion Surveys, that does research for outside clients. When results from a study for the local county government were displayed at a public meeting but not released to the press, the editors felt they had a right to them under provisions of Florida's "sunshine" law. So, according to the newspapers' research manager, Jack Vernon, "They walked the 75 feet from the newsroom to the research department and asked us for the results."

Vernon refused, citing his obligation to his client, the county government. The editors prepared to file suit against the county asking for release of the information. The publisher supported the positions of both the editors and the research manager. The crisis was resolved when the county board scheduled a special meeting and voted to allow the information released.

In addition to dealing with conflicting loyalties, newspaper researchers need to come to grips with two potential conflicts of interest:

- Are newspapers paying so much attention to research that they are giving people what they want to read rather than providing information that people need to know in order to be responsible citizens?
- Can the motivation to sell newspaper advertising lead newspapers to give unreliable information to advertisers and others requesting research data?

My experience has convinced me that newspapers' use of research is responsible on both counts. I have seen a lot of good use of research by newspapers and extremely little misuse.

On the issue of giving people what they want to read rather than what they need to know, most newspaper editors simply wouldn't stand for it. One newspaper research consultant begins speeches with the comment that any editor who edits a newspaper solely on the basis of research ought to be fired. And editors agree. Research departments do a lot of research for news departments—readership studies, image studies, studies to evaluate new sections and other changes in the newspapers, demographic and readership trend studies, attitude studies and many more. Editors take the research into account along with everything else that goes into producing a newspaper.

For example, the Minneapolis Sunday Tribune recently made some major changes in its sections. The editor said he paid much more attention to research in his decisions about the feature sections than in the news sections, because the purpose of feature sections is to attract readers and respond to their needs.

As to the question of misleading advertisers, the answer is that honesty is the best policy, and most newspapers know it. A newspaper is a leading local citizen, whose relationships within the community are longstanding. Any dissembling would be certain eventually to backfire. The trust that has developed between newspapers and their advertisers is shown by the number of market studies that newspapers do as a service to advertisers. Many local advertisers are too small to have their own research capabilities—car dealers, realtors, builders, local merchants and travel agencies, for example. Newspapers fill a need for these industries by doing comprehensive local market studies and offering them as a service to representatives of the industries.

At the Star and Tribune newspapers, we do several such studies a year. Because they participate in the research, advertisers come to feel that the study is theirs as much as ours, and the result is a growing reputation for providing solid market information about the community. □

Demographic data also available to small papers

Although the above deals primarily with the use of demographic information by large newspapers, many of the same sources and uses of demographic information also apply to small newspapers.

Many small newspapers have such high circulation penetration ratios that general market demographic characteristics adequately reflect those of the readers. Sources for such information include the U.S. Census Bureau; state government agencies; private data companies specializing in current demographic information such as Demographic Research Co. or National Planning Data Corp.; and published materials such as "The Survey of Buying Power."

On the other hand, if a newspaper reaches less than 80 percent of the households in its market, some additional survey research may be in order to ascertain how the demographics of the readership might differ from those of the market. There are many good survey research firms that can handle such a job.

But another, money-saving approach is to solicit the help of a nearby university in undertaking a study.

Causes of inaccuracy explored in new ANPA literature review

By John B. Mauro

Whisper the words "reporting errors" in a newsroom and you'll see all ears perked in your direction. This problem has rasped the sensitivities of editors and reporters for a long time.

While elimination of the problem is not likely, perhaps by delineating possible sources of reporting errors some insight may be attained that will lead to reduction in the number of errors.

In ANPA News Research Report No. 25, entitled "Accuracy in News Reporting, A Review of the Research," Michael Singletary, chairman of the Communications/Journalism Department of Shippensburg State College, synthesizes possible sources of inaccuracies from 37 pieces of literature published during the past 30 years. The report concentrates on potential causes of inaccuracy not associated with simple errors such as spelling, grammar or typographical errors.

Telephone interviews were found to contain more errors than personal interviews or reporters' personal observations at events. Stories obtained by press release were found to be most accurate.

Of course, more errors are found when there is more handling of information between reporter and rewrite.

Time pressures and errors originating from news sources—e.g., some official sources at the 1979 Three-Mile Island incident—were listed, as well as imprecise words that may lead to perceived errors caused by headline wording.

The report suggests that social issues (housing, racism, sexism, ecology, etc.) generate more errors than straight news stories. Inaccuracies from psychological and attitudinal conditions of reporters also were cited. Reporters' neuroses, stress, tendency to have no identification with the subject, close-mindedness and perception of an antagonistic audience all tend to create inaccuracies, according to the report.

Message-oriented reporters — those who are more responsive to the message than to the source—"would seem to make the best reporters in terms of critically evaluating information."

Writing style seems to make a difference, too. The "inverted pyramid" news style creates more errors than the narrative style, according to the report.

Editors interested in reducing the number of reporting errors in their newspapers should find News Research Report No. 25 to be a useful tool for attacking the problem. One approach would be to identify from the report's list of probable causes of errors those that most readily could be corrected. By addressing those first, and each of the others in the order of difficulty, considerable improvement could be made to a situation faced by all newspapers. □

Copies of News Research Report No. 25 are available from the ANPA Public Affairs Department at The Newspaper Center.

Mauro, director of research for Media General Inc., Richmond, Va., is a member of the ANPA News Research Committee.

Report documents editorial research gains, goals, needs

Editorial research is at a stage comparable to that of advertising research a decade and a half ago, but it has come a long way in the last couple of years. And editors and publishers should continue to support, encourage and challenge researchers engaged in their now-vital work.

That was the thrust of an editorial-research position paper developed by a task force of the two-year-old Newspaper Research Council, comprised of professional newspaper reseachers.

"Research has been developing into a valuable tool which editors can use to help them evaluate and counteract" signs of "significant dissatisfaction by readers," Tom Copeland of Copley Newspapers said in presenting the report at a recent council meeting.

The eight-page position paper also cites a number of problems hampering editorial research. Copies are available from ANPA's Public Affairs Department. □

Newspapers publish only 'bad news' . . . right? Wrong! Study finds nearly as much 'good news'

Despite any public perception to the contrary, there is a relative balance between "good news" and "bad news" in daily newspapers, according to a soon-to-be-published study.

Entitled "Time to Stop Singing the 'Bad News' Blues," it was conducted by Dr. Gerald C. Stone, chairman of the Journalism Department at Memphis State University, and Barbara W. Hartung, assistant professor of journalism at San Diego State University. The report will be published in the next edition of the quarterly Newspaper Research Journal which Stone edits.

The study embraced the front page and one inside page of nine southern California daily newspapers, which were monitored over a period of one month. Articles appearing on these pages were categorized as "good news," "bad news" or "indeterminant."

In addition to the content analysis, the study involved gauging the impact the various types of stories had on readers.

The authors conclude that "if the papers we studied . . . are similar in content and public impact to the rest of the nation's daily press, then there's evidence that bad news and good news are closely balanced and that readers remember both types equally."

The greatest difference in the quantity of "good" and "bad" stories was found to be less than 12 percent; the overall difference for all nine papers was 2.9 percent more "bad news" than "good news."

Merchandising the energy crunch

By Jack Kauffman

Shortly after the gasoline crisis surfaced in Eastern cities last year, BBDO Inc., the advertising agency, surveyed suburban women to see how it was affecting their lifestyles. The changes were considerable. They were shopping less often and closer to home, visiting fewer stores per shopping trip and in some cases shopping more by mail and phone.

Furthermore, they were going out less —even for leisure-related activities—to the extent that fully two-thirds were spending more time at home.

Jack Kauffman

How were advertisers adjusting to these and other changes? Members of the Priorities Committee of the Newspaper Advertising Bureau had already raised the question. The bureau carried out a survey of newspaper advertising which quickly demonstrated that many advertisers were turning the problem of the energy crisis into sales advantages. For example:

• Bloomingdale's, New York, promoted its personal shopping service with an ad that said: "Getting a busy signal on the gas line? Bloomingdale's has a new way to solve your energy crisis. Just pick up the phone and give us your shopping list. . . ."

• Goldeen's, furniture retailer, San Jose and Palo Alto, Calif., helped shoppers with gasoline problems by offering limousine service to bring customers to its store and to take them home again.

• Hutzlers in Baltimore brought its decorator service right into customers' homes. "Why drive? We'll come to you with samples, savings and decorating advice. . . ."

• McAlpin's, Cincinnati, said: "Don't let the gas crunch take the fun out of shopping McAlpin's." It offered the customer several options: to phone the store's personal shopper, to drive to the one of six McAlpin's "within minutes of your home," to call the store day or night or to "dial direct to the department of the store nearest you." The full-page ad listed phone numbers for all departments in each of the stores.

Lechmere, Massachusetts discount chain, used a double truck chock full of merchandise offerings with a headline saying: "Gas Crunch—Energy Crunch—Inflation Crunch—The Crunch Stops Here. Lechmere . . . your one stop value for all your energy saving and inflation fighting needs."

• Eckerd Drugs, Florida-based chain, urged: "Save gas. Save time. Save money. Instead of shopping all over town shop all over Eckerd's . . . your little neighborhood department store."

• Stevens, New Jersey fabric store, advised: "No gas to go . . . Stay home and sew."

Leisure-time activities also are being promoted with gas savings in mind.

All Sport, a fitness and racquetball club in Poughkeepsie, N.Y., asked: "Is the gas crunch cutting into your leisure activity? Look in your own backyard for a great alternative . . . an All Sport membership means fun and fitness year round. . . ."

The Tampa Airport Resort offered a "Football Special" for the Saturday night games—cocktail, transportation to and from the stadium and dinner—all for $13.50.

The Minnesota Fats sports emporium in Van Nuys, Calif., suggested: "Save gas. Shoot pool at home."

Auto dealers, of course, are most concerned with the fears of gasoline shortages. They are facing up to the problem with ads pointing out the range of the car on a tank of gas, their cars' mileage and offerings of free gas. Nor did they neglect humor.

"'Unfair To Big Oil' Is Charge Against Yakima (Wash.) Auto Dealer" said an ad from Evergreen Datsun.

Banks, real estate brokers, amusement parks, resorts, travel agents, food stores and others all found appeals directed to the consumer's energy-related needs and used them skillfully and effectively in their newspaper advertising.

And newspapers, too, are responding positively to the challenge of the energy crisis. Their special energy sections offer the advertiser an editorial environment targeted to the energy-saving markets which have been spotlighted by the energy problem.

And they have reminded their communities of the special role of the newspaper in helping people cope.

An ad by The Louisville (Ky.) Times declared: "Shop all week on less than a gallon of gas!" It followed this headline with copy saying: "Bargain hunting behind the wheel of a car is no bargain at all these days. That's why more and more smart shoppers are comparing items and prices at home, relaxed with The Louisville Times." And in Lawrence, Mass., the Eagle-Tribune forthrightly declared: "Fact: Comparison shopping in this newspaper saves you gas and saves you money."

The bureau has brought together samples of energy-related newspaper advertising in a kit and slide presentation with a cassette recording, available to newspapers for use as selling tools in local markets. □

11 percent ad gain forecast

The Newspaper Advertising Bureau predicts that daily newspaper advertising revenue will reach $15.9 billion this year, 11 percent more than in 1979.

National advertising is forecast to be up 14 percent to $2.4 billion; retail, up 11 percent to $8.6 billion; and classified, up 9 percent to $5 billion. □

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to **presstime.**

Telephoning can boost retail sales, INAE told

The Newspaper Advertising Bureau is urging newspapers to use the telephone, the traditional tool of classified advertising, to build retail advertising sales.

"Today's classified telephone sales staffs are not passive ad takers. They're in there selling," Marie Holland, NAB vice president for telephone sales, pointed out in a speech Jan. 22 before the International Newspaper Advertising Executives sales conference in Dallas.

"Telephone sales representatives are selling display advertising. They're selling feature pages. They're drumming up new

Marie Holland

business. If we can ring up classified sales on the telephone, we can do it for retail, too," she told the conference.

Holland said that trained retail telephone advertising sales personnel can:

- solicit new business, particularly from smaller advertisers
- sell space in zoned editions, saving time and money for outside sales personnel
- make calls to occasional advertisers
- service contract accounts
- provide vacation backup for outside sales personnel
- handle copy changes.

Retail telephone sales also can provide entry-level training for new retail sales staffers, she said. But Holland recommended that in starting a retail telephone sales program, newspapers look first to classified advertising personnel with telephone-selling experience, then to experienced retail advertising personnel who can be trained in telephone sales techniques, then to retail advertising clerical staff and finally to new staffers.

To help newspapers launch the effort, NAB has issued a booklet entitled "A New Way to Sell More Retail Display Advertising." It spotlights a pilot program conducted last year by the Daily Camera in Boulder, Colo., circulation 26,385.

The Daily Camera's program consisted of initial contacts by mail which were followed up by telephone calls. Emphasis was on accounts considered good prospects for special features, such as a restaurant page, a legal directory and a winter-recreation section. □

New co-op audit system developed by ad bureau expected to spur sales

Department stores can dip into an often untapped pool of cooperative advertising dollars by using a new method of conducting cooperative advertising audits developed by the Newspaper Advertising Bureau, according to Frank Hennessey, NAB vice president for cooperative advertising sales.

Hennessey advised participants at the International Newspaper Advertising Executives sales conference Jan. 21 in Dallas to analyze their cooperative advertising procedures in light of three questions:

- Does the store aggressively pursue collection above 3 percent of purchases, and does this amount represent between 30 and 40 percent of the retailer's advertising budget?
- Is there one person responsible for keeping on top of cooperative plans?
- Is there centralized control in one department to insure teamwork among purchasing, advertising and accounting executives in collecting all available advertising dollars? □

N.Y. News halts mail subscriptions

If readers in Chicago, Miami and elsewhere can't find the New York Daily News at a newsstand, chances are they will simply have to do without. Unwilling to triple the cost of mail subscriptions, the Daily News stopped mail service Jan. 1 to some 1,000 out-of-town subscribers.

Circulation Director Alfred Heltman said the subscription list had dwindled each year, and "the cost was more than the revenue. With postage costs going up every year, and so many employees involved in handling it, we would have had to charge a ridiculous amount of money to make the thing break even."

The newspaper is seeking alternatives for those "that have to have the paper no matter what the cost," he said. □

'Lou Grant' goes to work for circulation depts.

Actor Edward Asner, familiar to viewers as city editor Lou Grant in the weekly television series of the same name, is trying his hand at another aspect of the newspaper business: circulation. Asner appears in a new slide presentation produced by the International Circulation Managers Association for use in recruiting youth carriers.

Entitled "The Newspaper Carrier—Pride of a Professional," the 20-minute presentation—with 79 color slides and a cassette tape recording—is available for $50 from ICMA, P.O. Box 17420, Dulles International Airport, Washington, D.C. 20041. □

Circulation legal symposium

Newspaper circulation legal problems will be spotlighted at the seventh ANPA/International Circulation Managers Association Legal Symposium Feb. 20-22 at the Fairmont Hotel in Dallas.

Registration fee is $200 for the first participant from a newspaper and $150 for each additional person from that newspaper.

For more information, call ICMA General Manager Robert Macklin at (703) 620-9555. □

New J-course: 'Electronic newspaper'

By Robb Deigh

If the "electronic newspaper" is the wave of the future, John Ahlhauser's students are going to be ready for it.

A journalism professor at Indiana University, Dr. Ahlhauser teaches a graduate-level course called "The Electronic Newspaper," said to be the first of its kind.

The course focuses on the future technology by which subscribers may receive "pages" of news electronically on a video screen in the home instead of in the familiar package of printed pages we know today. Ahlhauser's class of about a dozen students also is studying pilot projects already underway in North America, Europe and elsewhere, some of which involve newspaper companies.

"Newspapers and newspaper people are the best suited to handle the systems," says Ahlhauser, who is a former newspaper hand himself. He spent 25 years at the Milwaukee Sentinel as a photographer.

The evolution that he and many others foresee "won't hurt the newspaper as an organization," he maintains. "It needn't hurt newspapers if they are aware of what's going on . . . My only concern is that newspapers won't take the initiative."

Ahlhauser's students are required to choose one aspect of the electronic-delivery systems, analyze problems involved with them and decide how newspapers can best resolve those problems. The students consider social and economic ramifications for reporters and editors, for advertisers and for the audience. They also examine the government's regulatory role.

Ahlhauser became interested in electronic "newspapering" while on a two-year leave of absence from Indiana University to study for his master's degree in journalism. "There seemed to be very little going on in the country concerned with these systems," he said. "In completing my master's, I made video cassettes of the electronic newspaper. It was quite unusual at that time."

He later wrote his doctoral dissertation on the electronic newspaper, studying the various systems in their experimental stages throughout the world.

To improve the course he has begun teaching, Ahlhauser hopes to gain support from some in the newspaper business to enable him to purchase equipment and to establish a laboratory at the university. "We'd like to set up a miniature system to enable students to compare the various systems," he says. □

Deigh is publications specialist for ANPA Foundation.

James Calaway

Professor Ahlhauser (left) discusses the evolution of the newspaper in the electronic age with students (from left) Peter Genua, John Stevens and Patrick Washburn.

Number of journalism school graduates hired by daily newspapers drops sharply

Only 11.4 percent of 1979's U.S. journalism school graduates were hired by daily newspapers, a sharp decline from the 22.8-percent figure for the 1978 class, according to a survey conducted by The Newspaper Fund.

The number finding jobs with wire services also dropped, from .7 percent to .4 percent, while the number employed by non-daily newspapers increased slightly —from 7 percent to 7.1 percent.

Overall, 50.7 percent of the 450 graduates of 50 schools participating in the survey reported that they had landed media-related jobs, compared to 61.7 percent of the responding graduates a year earlier. The Newspaper Fund lists as "media-related jobs" those in public relations and advertising as well as those in the print and broadcast media.

The survey also showed a rise in the number of journalism graduates continuing on to graduate school or law school— from 8 percent in 1978 to 15.6 percent last fall.

In the 1979 survey, graduates suggested that journalism school students take courses in politics, government, foreign languages, computer technology and other practical subjects in addition to their journalism studies. They also advised students to work for their school or local newspaper and to seek internships with newspapers or magazines.

More information is contained in the 1980 Journalism Career and Scholarship Guide published by the Fund, a non-profit organization which encourages careers in the newspaper business. It is available for 50 cents per copy from The Newspaper Fund, P.O. Box 300, Princeton, N.J. 08540. □

Newspaper strikes declined in 1979

By Clark Newsom
presstime labor writer

Fewer strikes were launched against newspapers in 1979 than in any year since 1961.

The 10 strikes against 10 newspapers last year compared with 30 against 19 dailies in 1978. (See chart, page 35.)

Two of the strikes which began in 1979 continued into 1980, with the newspapers involved still publishing. Half of the newspapers struck during the year managed to publish during the strikes.

The year's first strike began in Chicago March 12 when the United Steelworkers of America struck the Economist Newspapers, publisher of the Daily Southtown Economist, over a new contract covering composing and pressroom employees. Publication continued throughout the strike, which ended April 5.

The Newspaper Guild of New York struck the Elizabethtown (N.J.) Journal April 14 in a new contract dispute involving the union's jurisdiction. After missing two days, the newspaper resumed publication and distribution. Initially, local units of the International Printing and Graphic Communications Union and the International Typographical Union observed the Guild picket line, but the printers returned to work several days after the strike began, and the pressmen returned the first week in June. The Guild started a strike paper two weeks into the strike, but it was discontinued the end of November. The strike was terminated Jan. 22.

The Newspaper Guild of Pittsburgh struck The Valley Independent in Monessen, Pa., April 20. Members of the ITU local representing printers and pressmen refused to cross the picket line, but the newspaper continued publication with the exception of the first two days. On May 30, the Guild began putting out a strike paper with the support of ITU members. The strike was continuing at year's end.

Photoengravers represented by the Graphic Arts International Union struck the New York Daily News on June 5, and the newspaper lost the June 6 edition. The strike was settled quickly, and publication resumed June 7.

Another one-day strike occurred Oct. 1 in Philadelphia when the Teamsters struck the Philadelphia Inquirer, The Daily News and The Bulletin. The newspapers resumed full publication the following day.

Four of the 10 strikes occurred in Canada.

Locals of the Guild, IPGCU and ITU struck the Sudbury (Ontario) Star on June 27. The newspaper did not attempt to publish, and the strikes were settled Oct. 31.

The IPGCU struck the St. John's (Newfoundland) Evening Telegram the first of August over a renewal contract covering all production employees. The strike was expanded Aug. 18 to include an initial contract for newsroom employees. The

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newspaper continued to publish throughout the strike, which ended Nov. 14.

The last strike of the year started Dec. 2 when the New York Newspaper Guild struck the foreign-language daily newspaper Il Progresso Italo-Americano over a new contract covering editorial and business office employees. Publication continued at the newspaper's Emerson, N.J., plant. Members of the deliverers' union and ITU printers and mailers crossed the Guild's picket line. The strike was settled Dec. 22 with an agreement on new contract terms.

Several strikes that were carried over from 1978 ended in 1979.

In January, the St. Louis Post-Dispatch settled with the Teamsters, ending the last of a series of strikes that began in November 1978 [ANPA Labor and Personnel Relations Bulletin 6525, page 26].

Also in January, the Wisconsin State Journal in Madison settled a strike with an independent editorial union, and a strike by the Guild against The Capital Times in Madison ended. Both strikes had begun in 1977 [ANPA Labor and Personnel Relations Bulletin 6525, p. 26].

In February, The Montreal Star, struck by the Pressmen's Union in 1978, resumed publication [ANPA Labor and Personnel Relations Bulletin 6526, p. 27]. The Star, however, ceased publication in September 1979, citing heavy financial losses.

In Vancouver, British Columbia, The Province and The Vancouver Sun resumed publication in June after Pacific Press Ltd. settled a strike by the Pressmen's Union that began in November 1978 [ANPA Labor and Personnel Relations Bulletin 6531, page 150].

The Guild and the Pressmen's Union ended their strikes against the Oakland Press in Pontiac, Mich., in October after disclaiming interest in representing employees at the newspaper. The strikes had begun in December 1977 [**presstime,** December, page 43].

NEWSPAPER STRIKES

Year	No. of Strikes Started	Cities	Newspapers Involved
1951	3	3	3
1952	14	12	18
1953	13	13	22
1954	7	7	8
1955	11	9	17
1956	14	19	23
1957	31	29	48
1958	38	29	44
1959	40	25	42
1960	10	9	12
1961	10	8	8
1962	27	17	26
1963	25	15	24
1964	24	16	23
1965	12	11	14
1966	30	22	40
1967	35	25	32
1968	27	20	29
1969	23	14	22
1970	30	27	38
1971	26	18	24
1972	22	16	25
1973	34	23	32
1974	28	23	30
1975	25	19	21
1976	11	10	12
1977	18	13	17
1978	30	14	19
1979	10	7	10

NEWSPAPER STRIKES STARTED IN 1979

TYPE OF DISPUTE CITY AND NEWSPAPER	UNION	BEGAN	ENDED
NEW CONTRACT			
Chicago, Southtown Economist*	Steelworkers	3-12-79	4-5-79
Elizabeth (N.J.) Journal**	Guild	4-14-79	—
Monessen (Pa.) Valley Independent**	Guild	4-20-79	—
New York Daily News	GAIU	6-5-79	6-6-79
New York, Il Progresso Italo-Americano*	Guild	12-2-79	12-22-79
Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Daily News	Teamsters	10-1-79	10-1-79
St. John's (Newfoundland) Evening Telegram*	IPGCU	8-1-79	11-14-79
Sudbury (Ontario) Star	Guild IPGCU ITU	6-27-79	10-31-79

*Publication continued
**Missed first two days

ITU approves expansion of jurisdiction

Members of the International Typographical Union have approved overwhelmingly a constitutional amendment to expand the union's jurisdiction.

The amendment extends jurisdiction to "all branches of the graphic arts, news and advertising media and communications industry." It replaces language which stated that jurisdiction consisted of "all branches of the printing and kindred trades" [**presstime,** October, page 33].

The vote was 43,834 in favor of the change and 7,828 against.

The amendment was one of five proposed during the 1979 ITU Convention. All five were adopted in the recent referendum.

An amendment providing that dues will be paid on straight-time earnings rather than gross earnings was approved by a vote of 32,184 for, 20,000 against.

Another newly approved amendment (31,218 for, 20,417 against) exempts state and federal employees prohibited from striking from paying the strike fund assessment.

The other two were housekeeping amendments dealing with terms of office for international representatives and procedures should a court decision render any ITU general laws unenforceable.

Philadelphia Journal settles four-day strike

A four-day strike by the Teamsters Union at the Philadelphia Journal ended Jan. 24 when delivery-truck drivers ratified the terms of a new three-year labor agreement.

Publication of the two-year-old morning tabloid had been suspended Jan. 21 when the strike began, and the publisher, Pierre Peladeau, had threatened to make the shutdown permanent. Peladeau is president of Quebecor Inc. in Montreal, the newspaper's parent company.

Following the settlement, the Journal resumed publication Jan. 25.

Judge says union violated law by not processing grievance

The union representing pressmen at the San Francisco Newspaper Agency violated the Taft-Hartley Act when it decided not to arbitrate a grievance over the discharge of two pressmen, an administrative law judge recently concluded.

Both men previously had been dismissed by The Washington Post for their part in a violence-ridden 1975 strike.

The agency performs non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner.

Charges against the union, San Francisco Web Pressmen and Platemakers' Union No. 4 (IPGCU), were filed with the NLRB by one of the discharged pressmen, Gil Fowler.

In relating the background of the case, Administrative Law Judge William J. Pannier III noted that Fowler and the other pressman, Mike Tenorio, had entered the pressroom on the night of Aug. 23, 1978, while off duty, and threatened "to commit acts of physical violence" against the union's representative, who was working at the time. Fowler and Tenorio were discharged the following day.

The sole violation alleged in the NLRB complaint was that the two men had asked the union to file a grievance over their discharges, but that the union refused to do so "for arbitrary, irrelevant, invidious or unfair reasons" in violation of Section 8(b)(1)(A) of the act.

Pannier noted that after the two men had joined the San Francisco Newspaper Agency in November 1977, and before the dispute in question, they had been terminated when their new employer learned of their criminal convictions resulting from the Post strike. At that time, the union promptly met with management and was able to secure their reinstatement.

The two men subsequently became active in the union's affairs, and Fowler unsuccessfully ran in an election for chapel chairman.

In the case at hand, the judge noted, "at no point following the discharges did [the union] seek to ascertain Fowler's and Tenorio's descriptions of what had occurred on Aug. 23, nor did it make an effort to obtain their explanations of their conduct that evening."

He noted that the National Labor Relations Board "has not been reluctant to find that the processing of a grievance has been perfunctory where, at least, one element has been the bargaining representative's failure to listen to the grievant's explanation of what had occurred."

Pannier observed that it is "not the Board's function to act as arbitrators by making a determination as to whether the underlying grievance actually had been meritorious." Nevertheless, he said, the union's failure to at least attempt to obtain Fowler's and Tenorio's descriptions and explanations of their conduct "is particularly significant in cases such as this where, unlike questions involving excessive absences, the conduct for which they were terminated cannot be quantitated."

He recommended that the board order the union to:

"(a) Request San Francisco Newspaper Printing Company Inc., d/b/a San Francisco Newspaper Agency, to reinstate Gil Fowler and Mike Tenorio to their former positions of employment; and if it refuses, promptly pursue the remaining stages of the grievance procedure, including arbitration, in good faith with due diligence.

"(b) Permit Gil Fowler and Mike Tenorio to have their own counsel at the remaining stages of the grievance procedure and at the arbitration proceeding and pay the reasonable legal fees of such counsel.

"(c) In the event that it is not possible to pursue the remaining stages of the grievance procedure due to considerations of timeliness, resulting in inability to resolve the grievance on the merits, make Fowler and Tenorio whole for any loss of pay they may have suffered as a result of its unlawful conduct in processing their grievance in an arbitrary or perfunctory manner."

(San Francisco Web Pressmen and Platemakers' Union No. 4, IPGCU, and Gil Fowler, An Individual, JD-SF-282-79) □

One year later, challenged ballot defeats union bid

The outcome of the Dec. 21, 1978, union representation election conducted for employees in the editorial departments of the Muncie (Ind.) Star and Evening Press became known exactly one year later when a deciding, challenged ballot was opened and counted. It was against the union, resulting in the International Typographical Union's failure to obtain the required majority vote.

The results of the election were certified last Dec. 31.

The original tally of ballots had shown 20 votes in favor of representation by Typographical Union No. 332, 19 votes for no union—and the ballot which had been challenged by the union.

It was that of a part-time Star sports reporter, Kerry Arter, a student at Ball State University in Muncie. Hired in August 1978, he worked at least five hours in every week, except one, prior to the election.

The union maintained that he was a casual employee who did not share a sufficient "community of interest" with unit employees to warrant his inclusion in the unit.

However, on Dec. 14, a three-member NLRB panel concluded that Arter was a regular part-time employee and ordered the regional director to open and count his vote.

"We find that Arter's hours, work responsibilities, method of compensation and expectancy of continued employment indicate he was a regular part-time employee with a sufficient community of interest to be included in the unit," the panel said, overruling a recommendation by a hearing officer.

"In concluding otherwise, the Hearing Officer relied on a misplaced comparison, i.e., she consistently compared Arter's hours of work and work duties with those of other part-time employees and concluded that Arter did not have a sufficient community of interest with unit employees because he worked fewer hours or

had duties different from those of other part-timers.

"But the test for whether an employee is a regular part-time, as opposed to a casual, employee takes into consideration such factors as regularity and continuity of employment, tenure of employment, similarity of work duties, and similarity of wages, benefits, and other working conditions. Using these standards, we find that the record demonstrates Arter was a regular part-time employee at the time of the election."

(Muncie Newspapers Inc. and Muncie Typographical Union No. 332, ITU, 246 NLRB No. 171) □

NLRB awards platemaking jurisdiction to engravers rather than stereotypers

Photoengravers at The Detroit News represented by Local 289 of the Graphic Arts International Union are entitled to operate all platemaking equipment used in connection with the offset process, the NLRB recently concluded.

The decision by a three-member NLRB panel denied the work claim of stereotypers represented by Local 13 of the International Printing and Graphic Communications Union and upheld the publisher's assignment of the work.

In an unusual procedure, a unit clarification petition filed by the IPGCU was consolidated with the proceeding involving the jurisdictional dispute. That petition was dismissed.

The company had filed charges with the NLRB after the GAIU made clear its intent to strike if the company and IPGCU proceeded to arbitrate the work claim. The company, however, withdrew its charges when the IPGCU decided not to pursue its grievance in arbitration.

But the IPGCU then filed its unit clarification petition, which resulted in a two-hour work stoppage by the GAIU. The company again filed charges with the NLRB, which led to the consolidated proceeding.

"In its petition for unit clarification," the board panel noted, "Local 13 (IPGCU) seeks to represent those employees engaged in producing 'press-ready plates' under the offset process. It is clear, however, that throughout these proceedings Local 13 has claimed the disputed work itself rather than any right to represent the department employees who perform the disputed work.

"Although it is sometimes difficult to draw a distinction between work assignment disputes and controversies over which of two unions should represent certain employees, the record in this case establishes that the core of this controversy is a work dispute. Such a dispute may be resolved by the Board only in a proceeding under Section 8(b)(4)(D) of the (Taft-Hartley) Act. We therefore find that the instant dispute is properly before the Board for determination under Section 10(k) of the Act and, accordingly, we shall dismiss the petition for unit clarification."

The panel found that the relevant factors of collective bargaining agreements, relative skills, industry and area practice did not favor either group of employees.

In ruling for the GAIU photoengravers, it noted "the Employer's preference and current practice of assigning the disputed work to these employees, job impact, and the fact that such an assignment will result in greater efficiency and economy of the Employer's operations."

(Local 289, Graphic Arts International Union, and The Detroit News and Detroit Newspaper Printing and Graphic Communications Union, Local No. 13, 246 NLRB No. 155) □

Suggestion box

The Chicago Tribune offers its employees courses in speedwriting, typing and business English through the training and development division of the Employee Relations Department. The typing (10 weeks) and speedwriting (14 weeks) classes meet for one hour daily; the business English (10 weeks) class, three one-hour sessions a week. Although the courses are free, students need their supervisors' permission to enroll.

Controversial NLRB counsel assumes post

A key NLRB post normally subject to Senate confirmation was filled by President Carter during the recent congressional recess.

William A. Lubbers, a career NLRB lawyer who has been closely associated with NLRB Chairman John H. Fanning for more than 20 years, was given a "recess appointment" to serve as the agency's general counsel. Lubbers, who had been serving as the board's executive secretary, was sworn in Jan. 2, succeeding John S. Irving.

Lubbers had been nominated as general counsel last Nov. 28, but he received strong opposition from business groups, including the U.S. Chamber of Commerce.

The general counsel supervises the NLRB regional directors and has final authority over which allegations of labor law violations should be prosecuted and which should be dismissed. Lubbers' opponents charge that he is too pro-labor to serve in what should be an impartial post.

Under his recess appointment, Lubbers can serve through the end of this year. Meanwhile, the Senate may confirm him for a regular, four-year term. The Senate Labor and Human Resources Committee recommended confirmation by a 10-4 vote on Dec. 15, but the 96th Congress ended its first session without full Senate consideration.

The controversial Lubbers nomination has been linked to the surprise resignation of Betty Southard Murphy from the board last December. It was widely reported that she was upset with a White House plan to tie her reappointment to Senate approval of Lubbers. □

Merger committees meet

The merger committees of The Newspaper Guild and the International Typographical Union held their 13th meeting Jan. 18-20 in Colorado Springs, Colo. The committees will meet next in the Washington area later this month [**presstime**, December, page 43]. □

Stereotypers win jursidiction

The Denver Post has been upheld by the NLRB in its assignment of the work involved in the NAPP platemaking process to stereotypers rather than photoengravers.

The jurisdictional dispute between the Stereotypers and Electrotypers' Union and the Graphic Arts International Union was resolved by a three-member NLRB panel in December.

The dispute arose in January 1979 when the company assigned the work to stereotypers. The GAIU filed a grievance asserting that the assignment violated its labor agreement; it also filed an unfair labor practice charge with the NLRB.

When the company informed the stereotypers' union of the GAIU's actions, the stereotypers said they would neither participate in any arbitration proceedings nor be bound by any award arising from the GAIU's grievance.

Furthermore, the stereotypers said, if the company attempted to reassign the work, they reserved the right to engage in picketing, work stoppages or other adverse economic action.

The company then filed charges with the NLRB alleging that the stereotypers had violated Section 8(b)(4)(D) of the Taft-Hartley Act by engaging in the proscribed activity.

The GAIU contended that the dispute was not properly before the board and moved to dismiss the Section 10(k) proceeding on grounds that the company, with the aid of the stereotypers, had contrived a false jurisdictional dispute in order to avoid charges of bad-faith bargaining.

The NLRB panel found no evidence to support the GAIU's assertion that the stereotypers' threat was "anything but genuine."

"Under settled Board policy," the panel said, "reasonable cause to believe that a violation of Section 8(b)(4)(D) has occurred exists if a labor organization, which represents employees who are assigned the disputed work, puts improper pressure upon an employer to continue such assignment."

(Stereotypers' and Electrotypers' Union, Denver Local 13 and The Denver Post Inc. and Graphic Arts International Union, Local No. 576, 246 NLRB No. 117) □

NLRB elections

Grass Valley (Calif.) Union, ITU: A unit of "all pressroom, circulation, composing room, advertising, business office and editorial employees" voted 24-21 against representation by the Central Valley Typographical Union. Results were certified.
(NLRB Case No. 20-RC-14801)

Aberdeen (S.D.) American News, IPGCU: A unit of composing, camera and press employees voted 13-6 against representation by the International Printing and Graphic Communications Union. Results were certified. *(NLRB Case No. 18-RC-12307)*

Tonawanda (N.Y.) News, Guild: Advertising, circulation and business office employees voted 18-5 in favor of representation by the Buffalo Newspaper Guild. The union already represented the newspaper's editorial department employees.
(NLRB Case No. 3-RC-7478)

Port Angeles (Wash.) News, ITU: Composing and pressroom employees voted 12-3 against further representation by Typographical Union No. 1956 in a decertification election. *(NLRB Case No. 19-RD-1348)*

Norfolk (Va.) Ledger-Star, Guild and Independent: Editorial employees voted to replace an independent news department association with The Newspaper Guild. The Guild received 41 votes, the independent union 17 votes, and there were 4 votes for no union. *(NLRB Case No. 5-RC-10803)*

Judge fines union and its officials for ignoring order

The Newspaper and Mail Deliverers' Union of New York and Vicinity, its business agent and its lawyer recently were fined $7,500 for violating a federal district court order forbidding noncompliance with the so-called "status quo" rulings of an arbitrator.

U.S. District Court Judge Thomas P. Griesa held that the union and the two individuals were in contempt of his earlier order.

In addition, The New York Times was awarded $500 in legal fees.

The contempt finding arose from a dispute between the Times and the union over who would drive a truck to Syracuse with sections of the Sunday newspaper. The arbitrator ruled in favor of the Times. A union representative, however, refused to let the truck leave, and the Times subsequently was forced to charter an airplane.

Griesa found that the union's attorney, who was aware of the arbitrator's ruling, was "derelict in the extreme" in notifying the union's business agent of the ruling.

Moreover, he found the business agent had been informed of the arbitrator's decision by a foreman of the Times and took no action to comply with the ruling.

"I don't deny that some lack of communication played some role in the problem," the judge said, "but the fact is that the attorney for the union was on the telephone and participated in the proceedings before Dr. Benewitz (arbitrator) and was given the Benewitz ruling then and there and that attorney had the responsibility of seeing that his client knew about the ruling and carried it out to the best of his ability as a lawyer. This is not a case where the union did not know of a ruling. The union's attorney participated in the proceeding before the arbitrator who made the ruling.

"I don't know all the motivations and thoughts that went through the minds of the persons involved here, but clearly there was a total absence of the kind of

effort to comply with the Benewitz ruling and with the Court order that is required. There was evasion and there was a virtual eagerness to take advantage of any slight technical problem in the communication process and this amounted to the defiance which I have mentioned.

"The two individuals . . . are in contempt. The union is in contempt because the union is responsible for the actions of those two."

(The New York Times Company v. Newspaper and Mailer Deliverers Union of New York and Vicinity et al., USDC S. Dist. N.Y., 79 Div. 5383) □

Wage-hour booklet sent to members

A publication designed to alert publishers and supervisors to the basic wage-hour issues under the Fair Labor Standards Act has been mailed to all ANPA members.

"An Overview of Wage and Hour Laws As They Apply to Newspapers" was prepared by ANPA in cooperation with the Newspaper Personnel Relations Association.

The publication covers such matters as record-keeping requirements, exempt employees, overtime and investigations conducted by the Department of Labor's Wage and Hour Division.

Single copies may be obtained from the ANPA Labor and Personnel Relations Department at The Newspaper Center. □

EEOC schedules hearing on equal pay issue

The Equal Employment Opportunity Commission has scheduled a public hearing Feb. 28-29 in Washington on the controversial subject of "equal pay for work of comparable worth."

The EEOC had announced earlier that it would hold the hearing in January [**presstime,** December, page 43].

Eleanor Holmes Norton, the head of the commission, said the purpose of the hearing is to determine whether wage rates of jobs "in which women and minorities have been historically segregated are likely to be depressed because those jobs are occupied by these groups." □

Omaha World-Herald wins suit involving unset reproduction

A federal district court recently granted a motion of the Omaha (Neb.) World-Herald for a summary judgment denying Typographical Union No. 190 the dollar value of unset reproduction work accumulated at the time of a 1973 strike.

The court noted that "the curious printing industry practice" of setting reproduction, or "bogus," work was designed to make work for printers during slack periods. During periods of curtailed production, the court noted, the standard ITU contract provided that the printers could "set bogus" at the regular hourly wage, which prevented temporary layoffs.

Very little, if any, reproduction work was performed at the World-Herald, and when the union walked out on May 4, 1973, there was a backlog of 1.5 million inches of unworked reproduction.

"In light of the historical background and purpose of reproduction work and the practices of the parties to this suit," the court held, "it is an inescapable conclusion that reproduction work was designed to insure each printer at least, but not more than, 37-1/2 hours of work per week. As long as the printers were working a normal work week, their rights to 'set bogus' remained contingent. It was only when there was less than 37-1/2 hours per week that the right to set bogus vested.

"Since the collective bargaining agreement between the plaintiff (union) and the defendant (company) expired of its own terms on Dec. 31, 1972 and the plaintiff's members have not worked since May 4, 1973, the Court finds that their contingent right to work reproduction expired when they stopped working for the defendant. Acccordingly, the plaintiff has no claim for relief against the defendant."

The suit had been filed by the union in June 1977.

(Omaha Typographical Union No. 190 v. World Publishing Company, USDC Neb. Civil No. 77-0-180) □

Unions sued over picket line violence

A former pressroom foreman of The Oakland Press, Pontiac, Mich., has sued two newspaper unions for a 1977 picket line assault on him.

In his suit, Douglas Brantley states that the incident occurred at the start of a December 1977 strike against the newspaper by Detroit Newspaper Guild Local 22 and Detroit Printing Pressmen's Union No. 13.

The unions ended their strikes against the newspaper last October [**presstime,** December, page 43].

The suit alleges that while Brantley was attempting to enter the building, he was attacked by 15 to 20 picketers. He was punched, kicked and beaten to the ground, according to the suit.

As a result, Brantley claims he suffered permanent damage to his nose and lip.

He is seeking more than $500,000 in actual damages, punitive damages, court costs and attorney's fees. □

Recent contract settlements

Buffalo (N.Y.) Courier-Express, Guild: Three-year contract covering editorial and circulation employees.

Buffalo Evening News, Teamsters: One-year contract effective Nov. 4, 1979, through Nov. 3, 1980.

San Diego Union and Tribune, Mailers: Two-year contract granting semi-annual wage increases.

(Details in ANPA Labor and Personnel Relations Department Labor Letter No. 1596, Jan. 11, 1980.)

Arbiter upholds Guild in pay dispute

The Detroit News violated its labor agreement with Newspaper Guild Local 22 by compensating an employee as a reporter during the period he worked more than 20 percent of his time as a supervisory assistant news editor, according to a recent decision by Arbitrator Charles M. Rehmus.

The News has declined to honor the award on grounds that Rehmus exceeded his authority under the labor contract.

In June 1978, the reporter had been assigned to work the desk two days a week. In the fall, that increased to three days a week. Early last year, an editor was assigned to work with him to improve his editing skills. Subsequently, he received a merit increase. But in May, following a change in editors, he was reassigned as a full-time reporter.

The Guild filed a grievance contending that under Article XIII.2 of the agreement, any employee "regularly engaged in more than one classification of work . . . shall receive not less than the minimum wage for the higher classification, providing that the employee devotes in excess of twenty percent of his or her time to work in the higher classification."

The company contended, among other things, that the reporter had been given a good-faith trial as an assistant news editor and that the union had no more right to grieve over his salary than it would have to bargain his salary had he been promoted to the supervisory job, which was exempt from the agreement. It also contended that Article XIII.2 applied only to classifications within the bargaining unit.

Rehmus found that the company had, in effect, brought the assistant news editor's work under the terms of the contract "when the duties of an exempt classification were assigned to a member of the Guild's bargaining unit who was simultaneously continued as a member of the unit, continued to be assigned bargaining unit duties part time, and continued to be paid at all times as a unit member."

The Guild cited a 1957 arbitration involving the Honolulu Star-Bulletin [ANPA Labor and Personnel Relations Bulletin 5644, page 757], which Rehmus found "entirely analogous to the situation here."

In the Honolulu decision, he noted, the arbitrator ruled that the company had by its own actions brought the exempt supervisory work under the purview of the contract when it assigned supervisory work to Guild members who remained at all times members of the bargaining unit.

Rehmus concluded that as long as the employee remained in the bargaining unit, he remained entitled to the protection of Article XIII.2.

"There remains, however, a problem in connection with the remedy for the violation of Article XIII.2 of the agreement I have found," Rehmus added. "The publisher quite correctly contends that it has no obligation to negotiate with the Guild the rate it pays its exempt employees. It has no obligation even to inform the Guild of such rates of pay. It asserted at the arbitration hearing, while not presenting evidence to prove the point, that it does not necessarily pay all of its assistant news editors more than its highest paid reporters. On the other hand, it concedes that assistant news editors are ordinarily paid more than reporters."

Rehmus was unable to determine what the reporter should have been paid while working as an assistant news editor and remanded that issue to the parties. He retained jurisdiction to fashion an appropriate remedy if they cannot reach an agreement. □

Paper sustained in awards on past practice in pressroom

The Tribune of Oakland, Calif., was recently upheld in two arbitrations with San Francisco Web Pressmen and Platemakers' Union No. 4.

Past practice was a factor in both decisions. Francis Richard Walsh served as the arbitrator in the proceedings.

The issue in the first dispute concerned "double header" pay for "utilityboys, plateboys and/or registered flyboys." A double header was defined as any two shifts worked within a 24-hour period.

The union argued that *any* employee who worked a double header was entitled to premium pay for the second shift. The company, on the other hand, contended that the "boys" were entitled to such pay only if they worked on the press.

"I must agree with the contention of the company that past practice has been not to pay flyboys, utilityboys, plateboys or registered flyboys double header pay except . . . when persons in one of those categories worked a double header on the press," Walsh said.

He also agreed with the company that the word "men," as used in the labor agreement, was intended to refer to "journeymen," as opposed to "boys."

"This is clear from the years of past experience under the unchanged language in the memorandum agreement and the language of the collective bargaining agreement," he said.

In the second arbitration, the issue was stipulated:

"On what basis is an employee entitled to time and one-half pay as part of his vacation and/or productivity leave benefit?"

The union contended that an employee was entitled to the pay he would have received had he worked the week of the vacation or productivity leave.

The company pointed out that it had always paid employees on vacation or leave the straight time weekly rate and had never included such premiums as double header pay.

"I must agree with the contentions of the company," Walsh said. "The key words (in the contract) are: 'shall be based upon the contract wage rate in effect at the time employee starts his vacation.' The salient words in . . . the supplemental agreement are: 'shall be paid

at the straight time weekly rate the employee is receiving at the time the leave is taken."

"Nowhere in the above sections, nor in any other part of the agreement or in the supplemental agreement is there language which modifies in any way the clear language cited above. The union did not introduce any evidence which tended to show a past practice which would authorize me to conclude that the parties intended something other than what is set forth in the two contracts. I deny the grievance." □

Arbiter sustains discharge of reporter for incompetency

Denying a grievance filed by The Newspaper Guild, Arbitrator Daniel G. Jacobowski ruled recently that the Minneapolis Star and Tribune Co. had "adequate and just cause" to discharge a reporter for incompetency.

"I find that the company did not act arbitrarily and did provide adequate notice and apprisals to the grievant both as to the final discharge and as to the status of her performance level during the prior years of employment," he said.

The grievant was hired in 1969 under a company program to increase the opportunities and hiring of minority persons. She had been given a variety of assignments for The Minneapolis Star over a 10-year period; however, throughout her employment, periodic evaluations indicated that she failed to meet the minimum performance standards expected of a reporter.

The grievant, a graduate of the University of Minnesota with a major in English, had received counseling from various editors over the years. In 1971 and 1976, she had attended journalism classes at the university at company expense.

Prior to her discharge, she received warnings that her performance was not satisfactory, and she refused the offer of a demotion to the classification of news assistant.

"The company has presented extensive and rather overwhelming evidence in support of its conclusions and evaluation that over the years, on an overall performance level, the grievant consistently failed to measure up to the minimum satisfactory performance standards expected of a reporter, and to the level the company initially and continually hoped and tried to have her develop and attain," Jacobowski said in his ruling in December. "As the extensive record is examined, there is very little to dispute this conclusion."

Further, he found evidence to support the company's contention that certain aspects of her performance and writing deteriorated during the period of her employ.

The arbitrator also found that the company's continued employment of the grievant past her initial probation and over 10 years "does not prejudice the company's right to discharge her currently on the grounds of incompetency or unsatisfactory performance." □

Financial problems close one-time strike paper

The Madison (Wis.) Press Connection, launched in October 1977 by unions striking The Capital Times and the Wisconsin State Journal in Madison, ceased publication Jan. 3 because of financial losses.

Started as a weekly, the newspaper became a daily in February 1978. It is owned by shareholders in a cooperative formed in July 1978 [ANPA Labor and Personnel Relations Bulletin 6485, page 517].

Members of the cooperative hope to resurrect the paper as a weekly, shopper or similar publication if financial problems can be resolved. The cooperative owns typesetting and office equipment valued at around $50,000, but it has about $114,500 in debts.

The Press Connection, now doing job printing, was in the news itself last year when it published a computer programmer's detailed description of the making of a hydrogen bomb. □

Company not bound to keep apprentice who had graduated

The Wall Street Journal had the right to terminate a pressman who had completed his apprenticeship, Arbitrator Robert E. Light ruled in a recent award.

The dispute with Newark Newspaper Printing Pressmen's Union No. 8 arose at the South Brunswick, N.J., plant of Dow Jones & Company Inc.

The company took the position that because the labor agreement did not address the issue of retaining employees after a four-year apprenticeship, it was entitled to exercise its management prerogative to terminate the relationship if no opening for a journeyman existed.

The company also pointed out that during contract negotiations the union had made a proposal which, had it been accepted, would have produced the result sought by the union.

As Light noted, "It is axiomatic in the field of labor relations that a party should not be permitted to achieve in arbitration that which it failed to achieve at the bargaining table."

The union argued that the apprenticeship involved a minimum period, not a maximum period, and that the company was bound to retain the grievant as an apprentice until an opening for a journeyman could be found for him either in South Brunswick or in another plant.

Light noted that the grievant, after completing his apprenticeship, continued to work as a substitute journeyman at journeyman wages throughout 1979. He agreed with the company that it was "incongruous and inconsistent" for the union to claim that the grievant was still an apprentice.

The arbitrator also said it was understandable, given the current job market, why the union wanted the grievant retained in a full-time job. "Indeed," he said, "this is a proper subject for collective bargaining and, as noted at the hearing, that result has been achieved by other unions dealing with this newspaper in other parts of the country." □

Achieving high-quality letterpress printing

By Joe Golant

While increasing numbers of U.S. newspapers are switching to the offset printing process, the transition is expensive and in some cases, prohibitively so. For that and for other reasons, many newspapers—representing about 60 percent of total U.S. daily circulation, in fact—still use letterpress.

High quality with direct-plate printing is possible, but there are many variables that require good quality controls for best results. One example of a successful letterpress system is the Allentown (Pa.) Call-Chronicle's, which uses NAPP plates on a Hoe Colormatic press.

"On a day-to-day basis, the Call-Chronicle consistentiy produces a superior newspaper. It is far above average for a letterpress operation," says Frank Stanczak, production engineer at the ANPA Research Institute.

The Call-Chronicle's emphasis on quality originated with Publisher Emeritus Donald P. Miller. He insisted on a clean, well-organized environment for his employees in the belief that it would inspire them to do a better job.

"We get a lot of praise about the quality of our reproduction," says Call-Chronicle Production Director Glenn Shank. "Most of our visitors, including many from other newspapers, are surprised by the clean appearance of our plant."

"We feel that quality control is everybody's job here," adds Allen Wolfe, quality control supervisor. "Everyone who comes in contact with the product—from the ad dispatcher to the paste-up artist—is trained to evaluate every piece of work and call attention to any problems that might affect quality."

To assure crisp, consistent negatives, neither newsprint tear sheets nor color art work is used on a paste-up. If any ads or halftones are received on newsprint, a positive screened print is made using Agfa-Gevaert's Copyproof diffusion-transfer material. If necessary, the halftone is touched up with a black pen before the positive print is shot. All screened halftones are pasted up either from a diffusion-transfer or Velox print.

"We're always looking at dots, negative exposures and plate shoulders (the sides of the raised type and dots on the plates)," says Wolfe.

It is important to maintain the proper highlight and shadow dot sizes throughout the paste-up, negative and platemaking stages. The dot size determines the quality of the printed image; improper dots can cause dropouts, plugging and smudging.

The Call-Chronicle uses a 65-line screen for halftones, and it screens most photos on two ECRM Autokon electronic process cameras. (Photos or ads that are more than 12 inches wide must be screened on a Chemco Spartan process camera.)

Wolfe feels the Autokon gives him more control over the mid-tone dot sizes. The highlight and shadow densities of each halftone are checked with a densitometer. These readings are fed into the Autokon, which automatically maintains minimum dot sizes for those highlight and shadow densities.

Allen Wolfe uses densitometer with photo.

The Call-Chronicle uses a minimum dot size of 5 mils (1 mil equals .001 inch) for highlights and 7 mils for shadow areas. For example, if a highlight area is read as .20 density and parts of that photo have a highlight density of .10, both areas will be represented with 5 mil dots; the .10 density area will not be represented by dots smaller than 5 mils which may wash out.

Another feature of the Autokon is a built-in sharpness control. Dots in a transition area between highlights and shadows are automatically reduced to increase contrast. Other features of the Autokon make it possible to shoot low-contrast photos, and to open up the middle tones without disturbing the highlight or shadow tones. Wolfe also uses the Autokon to screen color photos because he feels that the red scanning laser inside the camera neutralizes the reds in a photo, resulting in a brighter halftone.

Page negatives are shot with a Chemco News-Pager II which is on-line with a LogE BQ processor, eliminating the need for a darkroom. Bullets are printed on the paste-up grid to provide a consistent guide for punching the holes that hold the grid in register, and the copy-board glass covering the paste-up is wiped clean between each exposure.

To assure consistent and proper exposures, an exposure test pattern is attached directly to the glass plate of the News-Pager II. The pattern is reproduced on the top border of every page negative and serves as a quick visual check of the exposure. The Call-Chronicle devised its own test pattern, consisting of three highlight tones, two shadow tones, a middle tone and rules of varied thicknesses. (Exposure scales that serve a similar purpose are also manufactured by Stouffer Graphic Arts, but the Call-Chronicle's scale was designed for examining the plate shoulder as well.)

An operator removing a negative from the processor can glance at the test pattern to determine if the proper exposure has been made. The exposure setting is checked carefully at the beginning of each shift and is monitored closely throughout each production period.

Lith chemistry at 98 degrees Fahrenheit in the LogE processor produces a better image than rapid-access chemis-

Golant is publications specialist at the ANPA Research Institute

Press Superintendent Charles Foresman inspects copy of the Evening Chronicle with ANPA/RI production engineers Frank Stanczak (left) and Clifford Hansche.

try, according to Wolfe, and it gives a dry-to-dry time of about two minutes. Blenders automatically replenish the chemicals, and the processor is cleaned thoroughly and the chemicals replaced every six months. The bearings in the processor are also changed twice a year for precautionary maintenance.

Before going to platemaking, each negative is reexamined to make sure the image will align properly on the plate. Any flaws in the negative are opaqued.

The plates are exposed in a NAPP NewsPrinter II. Once again, the proper exposures are determined at the beginning of each shift, and the test pattern serves as a quick visual check on each plate. The shoulders are also examined under a magnifying glass to establish the correct exposures.

Several variables in processing the plates—speed, water temperature and pressure, drying, etc.—also can affect their appearance.

Several years ago the Call-Chronicle established the optimum settings for its processors; to maintain more control over the platemaking process, now only exposure times are varied. A de-foam solution or wetting agent is used in the water wash of the processor to minimize air bubbles which would prevent a thorough washing.

Careful attention to details and emphasis on visual examinations in the composing, camera and platemaking operations are continued in the press operations. Pride that the pressmen take in their work is evident in the exceptionally clean, orderly appearance of the pressroom. Maintenance and inspections of the press and the ink demisters are conducted weekly, and each press unit is disassembled and cleaned thoroughly once a year.

According to Press Superintendent Charles Foresman, constant visual examination of the printed image is the most important quality-assurance procedure. Pressmen continually monitor ink settings and watch for smutting or type drop-off indicating a need for adjustment to the form rollers.

Proper settings

Foresman has found that form-roller settings of 3/8 inch to both the drum and the plate provide him with the best results. After a straight run of about 100,000 copies at a speed of 50,000 impressions per hour, the rollers heat up and the settings increase to about half an inch. (For a detailed description of setting the form rollers by obtaining a former stripe, see R.I. Bulletin 1168, Oct. 18, 1974.)

Foresman keeps records on how long each roller has been used in the press, enabling him to pinpoint a problem more easily. The hardness of the form rollers is specified as 45-50 Shore A durometer. Softer rollers have a tendency to blacken non-image areas faster, and harder rollers are more difficult to set.

The packing used on the impression cylinder is .143 inch. Manufactured by W. R. Grace & Co., the packing has a Polystick* underblanket that is .108 inch thick; the Poly draw sheet is .035 inch thick. Although the Polystick is not a standard letterpress packing, Foresman prefers it to blankets with a fabric facing because it produces a crisper image.

Foresman has found through experience that he gets the best reproduction with an impression of .007 inch plus the paper. In other words, the plate and impression cylinders are set so that the printing image on the plate compresses the blanket .007 inch with the newsprint between the surfaces.

Care in the pressroom is further reflected in the newsprint web-break figures for the Call-Chronicle newspapers. (See table below.)

Bad rolls are saved for the shortest runs when more time is available. The use of bad rolls for these runs is reflected in the web break percentages shown in the table.

Foresman also keeps meticulous records on newsprint. He and Wolfe agree that regardless of how many steps they take to produce a quality image, "the quality of newsprint makes or breaks us."

The Call-Chronicle purchases newsprint from four suppliers which were selected on the basis of quality. In fact, the newspaper designates the specific mill—and in some cases, the particular machine—for its newsprint.

Foresman keeps track of the identification numbers for each roll of newsprint to monitor performance. □

Table

	Web breaks per 100 rolls
The Morning Call (circulation 106,000)	2.94
Evening Chronicle (circulation 24,000)	4.82
Sunday Call-Chronicle (circulation 160,000)	3.15
Preprints	2.73
TV magazine	5.34

Decision making can be honed by computer game

By Sandra L. Puncekar
presstime technical writer

The "Newspaper Management Game —Financial," a new software program that can provide several years of newspaper financial profiles, has been developed and introduced by the ANPA Research Institute.

Available for lease to ANPA-member newspapers and to colleges, the software program provides a highly responsive, decision-making environment for players, providing them with an overall view of the complex interactions of newspaper operations.

The game is a mathematical model that simulates factors relating to newspaper finances. It illuminates the decision-making process by showing how changes in one department (changes in subscription rates, advertising rates, news/advertising ratio, etc.) can affect other departments and the newspaper's profit-or-loss situation. It permits participants to telescope what would be years of financial decisions into a short period of time. However, the game is not designed as an aid in making real decisions in actual situations.

One of the first games to simulate the interaction of multiple revenue sources, it is the by-product of some exploratory research into financial simulation done at ANPA/RI Research Center by mathematician and simulation expert John Weaver. In an attempt to develop a clearer understanding of the financial characteristics of newspapers, Weaver set out to build what is called a top-down model.[1] Weaver's study eventually yielded a system of over 180 equations which were incorporated into the computer program.

Dr. Joseph Harper, managing editor of the Wichita (Kan.) Eagle and Beacon, and as a graduate student at the University of Texas the author of an early newspaper management game, sent a copy of his thesis to ANPA/RI. Joseph P. Junker, advanced systems manager for McClatchy Newspapers, headquartered in Sacramento, Calif., was of assistance, also. Guidance was provided by the Computer Subcommittee of the ANPA Laboratory Committee during the early testing stages of the program. John McGrath and Richard Cichelli of the Research Institute's Computer Applications Department produced the final distribution version of the game.

The game can be obtained for $150 a year under a license agreement from ANPA/RI, is written in the programming language known as "FORTRAN IV" and can be used with almost any computer that will support on-line VDTs or line printers. The "Newspaper Management Game —Financial" already has been installed by several newspapers and is operating on DEC PDP-11/70, DEC PDP-10, IBM 370/165 and UNIVAC 1108 computers.

Current users

Several newspaper groups, including Gannett Co. Inc. and Knight-Ridder Newspapers Inc., currently are using the game. So too are schools such as the University of North Carolina.

Gannett has set up the game in its corporate office in Rochester, N.Y., on its DEC computer for use in internal seminars.

Game can be played on VDT or line printer.

The Gannett Newspaper Foundation also has successfully used the game through the DEC computer system on the Tymeshare Network Inc. It was implemented for them by members of ANPA/RI's computer staff. The Gannett Foundation uses the game as a part of its ongoing Circulation Management Development Seminar, which is designed for circulation personnel with high potential and not limited to department heads or top managers.

During a recent seminar, a one-day session was devoted to the game. Participants were divided into four teams, each with five players. Each team was given a newspaper to manage for a five-year period and to make as profitable as possible.

Individual teams were free to elect a team captain as "publisher" who would consult with the other members in management decisions, or to make all decisions democratically on a collective basis.

At the conclusion of the game, monitors—people who were on-hand to assist players with the terminal operation, etc. —acted as the board of directors and evaluated the performance of each team for such factors as the newspaper's profit and/or loss, maintaining or increasing circulation, and the ratio of news to ads. Results of the teams ranged from moderate financial success to insolvency.

"This game was *not* used by newspaper management to evaluate individuals," said Gerald Sass, director of education for the Gannett Foundation. "The value of the game is its simulation effect. It provides a rich environment of data. Players have an opportunity to make decisions and live with the results. They can try out new ideas, reason them out, and defend decisions among the group."

Sass also believes that through the "Newspaper Management Game—Financial," players learn more about themselves and how various economic decisions interact and affect a newspaper's operation.

The foundation also has made the game available to some colleges through the Tymeshare Network.

[1]Such a model or simulation begins with a few simple equations expressing fundamental relationships and is built by expanding on these relationships until a realistic simulation is created. For a financial model the fundamental equation is "income = revenue - costs."

Also pleased with the game is Dr. Eugene Fram, professor of marketing and director of the Center for Management Study at Rochester Institute of Technology. He runs the game with Sass for the Gannett Foundation's circulation seminar.

Fram has been associated with games for developing management skills since 1964, and he believes the " 'Newspaper Management Game—Financial' helps participants to see the total newspaper operation, and how all the parts work together. We've found it to be extremely successful."

Knight-Ridder Newspapers recently installed the game, and according to Jerry Marshall, director of accounting, "it's totally satisfactory. We plan to use it in a seminar environment for training nonfinancial people, rather than as game-playing for financial people."

To obtain further information on the "Newspaper Management Game—Financial," contact Richard Cichelli, research manager, Computer Applications Department, ANPA Research Institute, P.O. Box 598, Easton, Pa. 18042; (215) 253-6155.

See R.I. Bulletin 1326, Sept. 6, 1979, for information on other management games used by newspapers.

Playing the game: Mastering the ripple effect

The game monitor, whether in a newspaper or a university, has the opportunity to create realistic models within the program, so that it may closely correspond to the current financial status of an actual newspaper.

The game also can be played with an arbitrarily named newspaper, such as the Wishful Whigs Express, one of 12 such newspaper descriptions supplied with it.

New newspaper descriptions can be made by changing the game variables such as:

- Name of newspaper
- Publisher's name
- Number of columns run daily in the newspaper
- Number of issues printed per month
- Total available advertising dollars
- Ad penetration
- Yearly market growth
- Subscription price
- Advertising/news ratio
- Inflation rate
- Total area population.

Once the initial model of the fictitious newspaper has been completed, the game can be played. The user must first identify himself or herself by entering a six-character identifier code. The number of individuals who wish to play the game—ranging from one to 10—also must be entered so that the proper number of reports are generated.

The game then indicates on the terminal display a financial statement, including revenues from advertising (local, national, classified and legal), circulation and other sources. Operating expenses also are listed and include such items as newsprint and ink, advertising, production and editorial. A final profit or loss figure is listed.

Other information about the newspaper also is presented on the terminal, including total circulation, area population, monthly subscription rate, promotion expenses, annual growth rate, fixed costs, total current income, inflation rate, etc.

Through terminal access, the user may change the values of several different factors regarding the newspaper's financial status which already have been entered into the program. Called "parameters," these factors are assigned a specific code name and include the subscription rate, local advertising rate, national advertising rate, classified and legal advertising rate, promotion expenses and advertising/news ratio. A message—"Do you wish to change any of the simulation parameters?"—appears on the terminal, giving the player the opportunity to vary those factors to meet his or her estimate of what would produce the most profitable newspaper.

For example, if the user decides to change the subscription rate, he or she would type out on the keyboard "yes" and push the "return" key. The terminal would then display the statement: "Enter the name of the parameter you wish to change." Next, the user would enter "SCPRIC" for the subscription rate, and the new dollar value. The terminal again would display the question, "Do you wish to change any of the simulation parameters?" If not, the user would type out "no" on the keyboard and push the "return" key. A condensed profit-and-loss statement then would appear on the screen if a VDT terminal was used, while, at the same time, a more detailed quarterly report would be produced on the line printer. If a hard-copy terminal is used, only a full report would be produced at the terminal.

By examining successive quarterly reports, the player becomes aware of the possible financial effect a subscription-rate change could have on the entire newspaper operation.

For example, the original monthly subscription rate for the Wishful Whigs Express was $3.90. By increasing that figure to $4, the average daily circulation decreased from 28,510 to 26,882 during the next quarter. Circulation revenues also dropped, from $333,072 to $322,579, while operating expenses for advertising increased from $77,569 to $79,132. Newsprint and ink costs also increased slightly, from $58 per 1,000 copies to $61. Overall profit increased from $357,517 to $384,432. (Successive quarterly reports probably would show a variation in these figures.)

Quarterly reports continue to be received for as many quarters as the player wishes, not to exceed the duration of the game.

Newspapers gird for huge price increases for silver-laden photographic materials

By C. David Rambo
presstime staff writer

Costs of newsprint, mailing, energy and other inflation-ravaged items have plagued newspapers for some time. Now add to the list of ballooning budget items that of film and phototypesetting paper.

Manufacturers have raised prices up to 75 percent for those photographic materials because silver, an ingredient in them, has jumped in price from $5.40 per troy ounce in 1978 to $40 and more.

However, most newspapers contacted in a **presstime** survey indicated while they are monitoring closely the soaring costs, film and phototypesetting paper comprise relatively small parts of their total budget.

"We think it'll cost us at least $40,000 to $50,000 a year," said Chicago Tribune President and Chief Executive Officer Clayton Kirkpatrick. But since the Tribune's total budget is "well in excess" of $20 million, the silver-bearing photographic materials are "not a major item."

Similarly, Frank Gillian, production manager of The Plain Dealer in Cleveland, circulation 380,000, said that while "it's a hell of a price increase within itself, as far as the overall effect on the newspaper, it's really not that great."

But executives of two small newspapers said that for them, the impact will be more serious.

Richard Moisio, general manager of the Florence (S.C.) Morning News, circulation 30,000, said the higher prices "do create a problem." It means "you have to adjust in the overall operation."

And William F. Ely, president and publisher of the 6,500-circulation Press & Independent in Silver City, N.M.—where silver hasn't been mined since the late 19th Century—said the increases are "injurious, all right, to us" because the film and paper budget is a "pretty big item."

Eastman Kodak Co. on Jan. 26 raised its graphic arts film prices 50 percent and phototypesetting paper prices 75 percent; GAF instituted the same percentage increases.

Other film and paper manufacturers, including Chemco, duPont de Nemours & Co. Inc. and Agfa-Gevaert Inc., had existing contract provisions to charge higher (or lower) prices according to silver's fluctuating market value.

William G. Robinson, president and general manager of The Tacoma (Wash.) News and Tribune, circulation 101,000, said in mid-January his paper—like many others—was trying to stockpile photographic supplies to beat the price increases. Suppliers, however, imposed restrictions on unusually large purchases.

Papers conserving

In response to the new premium prices photographic products are bringing, papers have begun to bite the bullet (albeit not silver) and conserve more seriously. "We're trying to cut as many corners as we can," noted Ernest M. Glover, prepress production manager of The News and Courier (circulation 66,000) and The Evening Post (36,000), Charleston, S.C. They are using the narrowest possible phototypesetting paper widths, trying to "batch set" and taking extra pains to avoid remaking pages.

Silver recovery programs for years have been a matter of routine at many papers. Such programs are strongly encouraged by film and phototypesetting paper manufacturers.

Much silver—up to 90 percent—is recoverable from fixer, industry sources say. And many firms now market what they claim to be cost-effective hardware to reclaim silver from fixer solutions.

Equipment to extract silver from scrap film and paper is too expensive for most newspapers to justify. But publishers can sell their waste materials to firms which specialize in recovery.

Burton Kaplan, marketing director for Chemco, the nation's largest supplier of negative film to newspapers, said 20 to 25 percent of the purchase price of some materials can be reclaimed through the sale of scrap film.

"The point is," said Kodak spokesman Henry Kaska, "it's silly to dump it down the drain because it's worth money."

Meanwhile, research continues into photographic processes which do not rely so heavily on silver. Efforts so far have resulted in no feasible "short-term" alternative. "We have yet to find a material that can match silver's performance in responding to light," said Kodak's Henry Kaska.

He noted an analogy of silver versus non-silver photographic performance: a 1/60th of a second exposure for a 35-mm camera using Kodachrome 64 film containing silver "would take more than a month on non-silver materials."

The photographic companies do offer some good news. They do not foresee a shortage of silver-bearing products in the months ahead, assuming that the level of previous purchases of film and paper quantities hold steady. And some expect silver prices to drop when market fever cools. In that event, Chemco would respond "very automatically" with a reduction in prices, Kaplan reported, as did most other firms.

Despite the New York Commodity Exchange's placing sharp restrictions on the silver futures market Jan. 21, sources said photographic manufacturers should continue to be able to buy all the silver they need.

Most of the manufacturers buy silver not in futures, sources also said, but under guaranteed supply agreements at market prices. □

Silver recovery hotline

For information on silver recovery—its feasibility, equipment needed, costs, etc.—call ANPA/RI, Easton, Pa., (215) 253-6155, ext. 54.

Kenaf newsprint tests successful; more sought

Following successful press-run tests at six newspapers, the ANPA Newsprint Committee has recommended that developmental and test work continue on the use of kenaf as a substitute or supplement for wood in the production of newsprint.

The Association's Board of Directors will consider that recommendation at its meeting Feb. 4-6 at Dorado Beach, Puerto Rico.

The Newsprint Committee's recommendation was made Jan. 11 during a meeting in which officials of the International Paper Sales Co., which supervised the initial round of testing, reported that they regard the tests so far to be promising and encouraging.

ANPA Research Institute technicians, who assisted in the testing, agreed with that assessment.

"Many, many agricultural, technical and economic questions remain to be studied," reported Chairman Donald N. Soldwedel, publisher and general manager of the Yuma (Ariz.) Daily Sun, and an ANPA director. But he added:

"The most encouraging aspect of the test to me was that in spite of all of the problems, not of International Paper's making, which materially affected the quality of the pulp (i.e., problems in harvesting and transportation that introduced contaminants into the pulp), the press runs were uniformly good and basically trouble free."

The kenaf used to manufacture the 12.5 tons of newsprint used in the testing was grown under Soldwedel's supervision on a farm near Yuma. A member of the hibiscus -family, it is a fast-growing, fibrous plant [**presstime,** January, page 57].

Newspapers testing the kenaf newsprint on their presses, using various printing methods, were: The Miami Herald; Nashville (Tenn.) Banner; St. Petersburg (Fla.) Times; Pine Bluff (Ark.) Commercial; The Wall Street Journal; and The Yuma (Ariz.) Daily Sun.

Soldwedel praised the cooperation accorded ANPA by executives of International Paper Sales, two of whom—President J. Hugh Whalen and Vice President of Operations C. A. Thompson—attended the meeting. "They continued to breathe life into our joint project when, at times, it might have seemed best to just call it off," he said. "C. A. Thompson's report pointed out problems which must be overcome, and they can and will be solved."

According to that report, further developmental work is required to:

- Grow and harvest clean kenaf for delivery to mills.
- Determine the best system for harvesting and handling at the mills.
- Determine where kenaf can be grown in the United States and the economics of the fibre for the production of newsprint.
- Conduct a risk analysis of basing newsprint production on an agricultural crop.
- Redesign the thermomechanical-pulping system to eliminate feed and expansion problems.
- Determine whether the shive (sliver) and lint problem can be eliminated.
- Determine if the high level of ash from mineral constituents of the fibre will cause unacceptable plate wear.

Soldwedel in the near future will appoint a special Kenaf Subcommittee of the Newsprint Committee to monitor subsequent work.

When further analysis of the initial test is completed, it is expected that a small amount of new pulp will be produced for more paper-production and press-run testing at the Yuma newspaper. Additional kenaf plantings also will be made.

ANPA's testing followed a five-year research project sponsored by the Association in cooperation with the U.S. Department of Agriculture's Northern Regional Research Center at Peoria, Ill. That project resulted in the manufacture of several hundred pounds of kenaf newsprint used to print part of a press run of the Peoria Journal Star in 1977. □

Newsprint Committee Chairman Donald Soldwedel (center), J. Hugh Whalen (left) and C. A. Thompson of International Paper Sales Co. scan newspaper printed on kenaf.

U.S. newsprint capacity expected to grow 32%

The American Paper Institute reports U.S. newsprint capacity will increase 1.3 million tons in the next three years from its 1979 level of 4.1 million tons. This 32-percent increase will equal the growth in newsprint capacity experienced during the past 12 years. And it will continue the trend toward greater self-sufficiency for a product on which the United States depends on Canadian suppliers for about 65 percent of its needs, API said. □

Consumption up 1.7%

Estimated United States newsprint consumption of all users in November was 1,033,000 short tons (937,000 metric tons), an increase of 1.7 percent over November 1978. Adjusted for strikes in New York City in November 1978, the increase amounted to 0.8 percent.

Estimated newsprint consumption of all U.S. daily newspapers in November was 781,900 short tons (709,327 metric tons), an increase of 0.5 percent. Adjusted for strikes, daily newspaper consumption declined 0.6 percent. There were four Sundays in November each year.

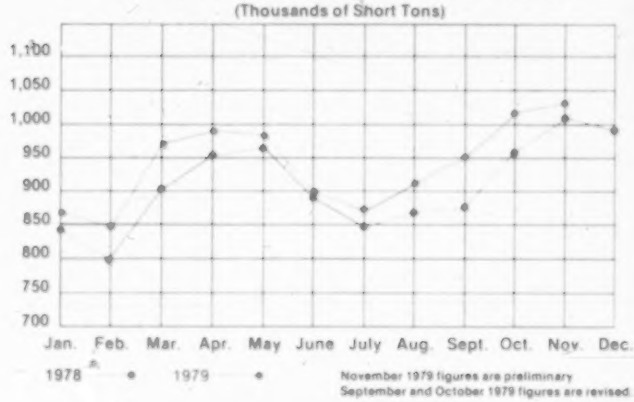
All U.S. users consumed an estimated 10,299,000 short tons (9,344,000 metric tons) during the first 11 months of 1979, up 4.2 pecent from last year's 11-month total of 9,885,000 short tons (8,967,000 metric tons). Adjusted for newspaper strikes, consumption of all U.S. users grew 2.8 percent.

Estimated U.S. daily consumption for the 11 months was 7,939,035 short tons (7,202,171 metric tons), an increase of 3.6 percent from the year-earlier period. Daily newspaper consumption adjusted for newspaper strikes was 1.7-percent higher for the 11-month period.

Stocks of ANPA-member newspapers included in the statistical sample dropped to 28 days' supply at the end of November, compared to 35 days a year ago and 30 days at the end of October. It marked the lowest level since November 1972's 23-day supply.

In Canada, the newsprint mill operating rate in November was 100 percent, compared to 97 percent in November 1978. The U.S. operating rate was 96.5 percent, versus 93.2 percent a year earlier. □

Estimated U.S. Newsprint Consumption
(Thousands of Short Tons)



November 1979 figures are preliminary
September and October 1979 figures are revised.

Most U.S. mill contracts signed in 1979 were for two or three years, study shows

Most labor contracts negotiated in 1979 at U.S. pulp and paper mills were for two- or three-year terms, American Paper Institute figures show.

Of the 129 labor agreements, 58 were for two years and 53 for three. Nine were four-year contracts, eight were for one year and one was a five-year pact.

According to the study, first-year wage increases amounted to a weighted national average of 9.6 percent. Deferred increases averaged 8.1 percent for the second year and 6.3 percent for the third.

The chart below summarizes the wage provisions:

1979 First-Year Wage Increases

Region	Mills	Employees	Weighted Average
New England	26	9,844	9.6% (61.1 cents)
Eastern	22	8,114	9.4% (66.6 cents)
Midwest	34	10,575	9.5% (65.8 cents)
Southern	35	18,922	9.9% (82.2 cents)
Pacific Coast	12	2,917	9.4% (78.9 cents)
Total	129	50,372	9.6% (71.8 cents)

Deferred Wage Increases Negotiated In 1979

	Second Year			Third Year		
Region	Mills	Employees	Weighted Avg.	Mills	Employees	Weighted Avg.
New England	25	9,794	8.7% (60.4 cents)	11	3,293	6.8% (55.2 cents)
Eastern	21	7,989	7.9% (61.2 cents)	5	2,153	6.1% (43.9 cents)
Midwest	30	9,100	7.7% (58.2 cents)	13	2,998	6.9% (54.7 cents)
Southern	34	18,467	8.0% (69.7 cents)	30	17,555	6.1% (56.7 cents)
Pacific Coast	11	2,786	8.6% (82.2 cents)	4	879	8.1% (82.5 cents)
Total	121	48,136	8.1% (64.9 cents)	63	26,878	6.3% (56.4 cents)

Source: American Paper Institute

Newsprint notes

St. Regis Paper Co.'s Southland Division reduced the basis weight of newsprint from 30 to 29.2 pounds in January to stretch output of newsprint per unit of timber. Timber available from private landowners is expected to become increasingly scarce; Southland gets about 40 percent of its fibre supply from its 550,000 acres of timberland in east Texas.

•••

Members of the **Pulp, Paper and Woodworkers of Canada** have reached agreement with the British Columbia forest products industry on a new two-year contract. PPWC members will receive an 11-percent raise, retroactive to last July 1, and another 9.5-percent increase effective July 1 of this year. Local issues delayed the settlement, which is the same as that approved by the Canadian Paperworkers Union last July [**presstime**, December, p. 48].

•••

Four U.S. Pacific Northwest wood products unions have formed a new organization, the **United Federation of Industrial and Tidewater Labor Organizations.** Member groups are the Association of Western Pulp & Paper Workers,

the International Woodworkers of America, the International Longshoremen's & Warehousemen's Union and the Lumber Production Industrial Workers. The new organization reportedly will represent 155,000 workers in the Pacific Northwest, where 10 percent of the pulp and paper and 65 percent of the lumber in the United States are produced. Since then, the Inland Boatmen's Union representing 4,000 members has asked to become a fifth member.

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Abitibi-Price Inc. announced a 1980 capital budget of $220 million (Canadian), covering the first phase of the company's five-year developmental plan and capital program totaling $1 billion (Canadian). Approximately 75 percent of the five-year funding is scheduled to be allocated for newsprint and related woodlands operations. Major objectives are to replace obsolete newsprint machines with new ones, to upgrade others for improved quality and productivity and reduced costs, and possibly to add two machines. Abitibi-Price has not said which mills will be expanded or modernized.

In a related development, the company has applied for about $22 million in grants from the Ontario government as part of a program to help pulp and paper mills meet environmental standards [**presstime**, December, page 48].

•••

Domtar Inc. announced a $111 million (Canadian), five-year capital investment program involving pollution abatement, modernization and energy savings. The Canadian federal and provincial governments will provide grants totaling $15.8 million. Approximately $62 million will be spent to modernize the Red Rock, Ontario, mill and to install a new generator and recovery boiler to reduce outside fuel purchases there. Incidental increases in newsprint production are expected upon completion.

•••

Great Lakes Forest Products Ltd. has completed purchase of the Reed Paper Ltd.'s Dryden, Ontario, operations for about $80 million (Canadian). The company still is considering installation of a newsprint machine at Dryden with a capacity of about 193,000 short tons a year [**presstime**, December, page 48]. □

Estimated consumption of all U.S. daily newspapers[1]

Region	November 1979 (Short Tons)	November 1979 (Metric Tons)	November 1978 (Short Tons)	November 1978 (Metric Tons)	% Change
Northeast	191,731	173,935	186,104	170,645	+1.9
North Central	190,711	173,010	197,536	179,202	-3.5
South	231,782	210,369	224,662	203,991	+3.1
West	167,676	152,113	167,345	151,813	+0.2
November totals	781,900	709,327	777,847	705,651	+0.5
Circulation size					
0-25,000	47,900	61,597	66,581	62,216	-1.0
25,001-100,000	132,779	120,458	134,913	122,391	-1.6
over 100,000	581,221	527,275	574,353	521,044	+1.2
November totals	781,900	709,327	777,847	705,651	+0.5
Eleven-month totals	7,939,035	7,202,171	7,866,009	6,954,487	+3.6

Estimated consumption of all U.S. users

	1979 (Short Tons)	1979 (Metric Tons)	1978 (Short Tons)	1978 (Metric Tons)	% Change
September totals	951,000(r)	863,000(r)	870,000	789,000	+9.3(r)
Nine month totals	8,247,000(r)	7,482,000(r)	7,911,000	7,176,000	+4.3(r)
October totals	1,019,000(r)	925,000(r)	958,000	869,000	+6.4(r)
Ten-month totals	9,266,000(r)	8,407,000(r)	8,869,000	8,045,000	+4.5(r)
November totals	1,033,000(p)	937,000(p)	1,016,000	922,000	+1.7(p)
Eleven-month totals	10,299,000(p)	9,344,000(p)	9,885,000	8,967,000	+4.2(p)

Production

	Canada (Short Tons)	Canada (Metric Tons)	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	North America (Short Tons)	North America (Metric Tons)
November 1979	821,997	745,703	386,506	332,488	1,168,502	1,078,191
November 1978	782,399	709,781	320,683(r)	290,919(r)	1,103,082(r)	1,000,700(r)
Increase or decrease	+39,598	+35,922	+45,822	+41,569	+65,420	+77,491
	+5.1%	+5.1%	+14.3%	+14.3%	+7.7%	+7.7%
Eleven months 1979	8,797,057	7,980,559	3,754,331	3,405,874	12,551,388	11,386,433
Eleven months 1978	8,945,291	8,115,035	3,458,268(r)	3,137,287(r)	12,403,557(r)	11,252,322(r)
Increase or decrease	-148,234	-134,476	+296,065	+268,587	+147,831	+134,111
	-1.7%	-1.7%	+8.6%	+8.6%	+1.2%	+1.2%

Shipments

From Canadian mills	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	Canada (Short Tons)	Canada (Metric Tons)	Export (Short Tons)	Export (Metric Tons)	Total (Short Tons)	Total (Metric Tons)
November 1979	599,186	543,573	93,302	84,642	124,560	112,999	817,048	741,214
November 1978	545,624	494,982	89,128	80,856	156,905	142,341	791,657	718,179
Eleven months 1979	6,377,521	5,785,592	955,201	866,544	1,443,091	1,309,150	8,775,813	7,961,286
Eleven months 1978	6,488,397	5,886,175	917,381	832,234	1,552,347	1,408,266	8,958,125	8,126,675
From U.S. mills								
November 1979	353,712	320,882	——	——	10,390	9,426	364,102	330,308
November 1978	312,635(r)	283,618(r)	——	——	8,968	8,136	321,603(r)	291,754(r)
Eleven months 1979	3,665,154	3,324,972	——	——	85,056	77,163	3,750,210	3,402,135
Eleven months 1978	3,372,377(r)	3,059,369(r)	——	——	96,350	87,407	3,468,727(r)	3,146,776(r)
From North American mills								
November 1979	952,898	864,455	84,642	93,302	134,950	122,425	1,181,150	1,071,522
November 1978	858,259(r)	778,600(r)	80,856	89,128	165,873	150,477	1,113,260(r)	1,009,933(r)
Eleven months 1979	10,042,675	9,110,564	866,544	955,201	1,528,147	1,386,313	12,526,023	11,363,421
Eleven months 1978	9,860,774(r)	8,945,544(r)	832,234	917,381	1,648,697	1,495,673	12,426,852(r)	11,273,451(r)

Stocks

U.S. publishers[2]	(Short Tons)	(Metric Tons)	(Days' supply on Hand)	(Days' supply in Transit)
November 1979	613,478	556,536	22	6
November 1978	769,754	690,143	28	7
Canadian mills				
November 1979	224,530	203,680	—	—
November 1978	269,295	244,300	—	—
U.S. mills				
November 1979	26,426	23,973	—	—
November 1978	23,725	21,523	—	—

[1] Based on stratified data from ANPA member newspapers in statistical sample

[2] Represents stocks of ANPA member newspapers in statistical sample

(r) revised

(p) preliminary

Newsprint usage, economy likely to slow, Udell reports

Newsprint consumption in the United States reached an all-time high of about 11.2 million short tons (10.18 million metric) in 1979, but, according to a new report by ANPA economic consultant Dr. Jon G. Udell, "Both the U.S. economy and newsprint consumption are likely to slow considerably during 1980. . ."

"A recession before year end is likely," says Udell, who is the Irwin Maier professor of business at the University of Wisconsin. "If one materializes, U.S. newsprint consumption is likely to decline from the record level of 1979."

At present, Udell believes that the ANPA trend projection of 11.2 million short tons (10.2 million metric) of newsprint to be consumed this year "appears highly accurate." Economic conditions will govern how far actual consumption strays from that trend line. For example, he said, "a 2-percent decline in the Real Gross National Product could be expected to result in a U.S. newsprint consumption of around 11 million short tons (10 million metric). A more severe recession could bring a consumption below the 11 million ton (10 million metric) level."

Labor disputes also could adversely affect newsprint consumption, he points out. "Should there be a severe disruption to the supply of newsprint due to strikes during 1980, the 11 million-ton forecast (10 million metric) is not likely to be realized.

"On the other hand," he says, "if supply is not disrupted *and* a recession does not materialize (as predicted), U.S. newsprint consumption would establish a new high in 1980."

In his 24-page report, "U.S. Newspaper and Newsprint As a New Decade Begins," Udell examines the economic outlook for 1980 and takes an in-depth look at newsprint consumption during the period 1968-78.

Among the highlights of the Udell report are findings that:

- Total U.S. consumption of newsprint expanded more than 23 percent during the 1968-78 period, while that of daily newspapers grew 12 percent.
- Daily newspapers' share of total U.S. newsprint usage declined from 84 percent to slightly more than 76 percent in 1978, due substantially to increased preprint advertising.

Dr. Jon G. Udell

- Daily newspapers in the south expanded their newsprint usage 33 percent during the decade; western dailies' usage grew 27 percent; north central dailies' usage remained substantially unchanged; and northeastern dailies' usage decreased approximately 5 percent.
- Producers in all regions, except the northeast United States, supplied more newsprint to U.S. newspapers in 1978 than in 1968.
- Changes in both circulation and newsprint consumption were inversely related to size of city, with losses occurring in cities of more than one million population.

Copies of the report are available from the ANPA Newsprint/Traffic Department at The Newspaper Center. □

CPU to seek 2-year, 40-percent boost in new bargaining

With contracts to expire April 30 for Canadian Paperworkers Union members in Manitoba, Ontario, Quebec and the Maritime Provinces, union officials have adopted bargaining positions which propose a 40-percent pay hike over two years.

The proposal would bring workers in Ontario and Manitoba to a new wage base of $11.06 an hour in two stages—$9.40 in the first year and the balance in the second year.

Workers in Quebec and the Maritime Provinces want a $1.17-an-hour pay hike in the first year—along with a 90-cent jump to match gains by British Columbia workers in 1979 talks—followed by 9.5 percent in the second year.

Current base pay in British Columbia mills is $9.06 an hour, compared to the average $7.89 an hour in most paper mills in eastern Canada.

Talks between union and management are scheduled to start shortly [**presstime**, November, page 55]. □

Two firms announce newsprint price hikes

Consolidated-Bathurst Inc. and Great Lakes Forest Products Ltd. have announced newsprint price increases to take effect May 1.

In the United States, prices will increase from $375 ($413 metric) to $399.49 per short ton ($440 metric).

Consolidated-Bathurst's Canadian customers will be paying $435 per metric ton, compared to the current price of $408.

Great Lakes Forest Products does virtually all of its business in the United States.

Higher-than-anticipated increases in production, energy and transportation costs were said to have made the 6.5-percent increase necessary.

Consolidated-Bathurst, which announced its price hike first (Jan. 8), also led off the last round of newsprint price increases; they took effect last fall [**presstime**, November, page 7]. □

Pension fund's stock in Loeb newspaper sold to N.Y. firm for $1.505 million

The stock of the Manchester (N.H.) Union Leader and New Hampshire Sunday News owned by the newspaper's private pension fund has been sold under a federal consent decree for $1.505 million to a New York shipping and fuel distribution company.

The sale culminates legal action by the U.S. Labor Department chiefly against Union Leader President and Publisher William Loeb. Authorities claimed Loeb unlawfully used money from his employees' pension fund—to which he was sole trustee—for benefit of the newspaper.

Settlement resulted in the consent decree, which does not indicate guilt on Loeb's part but does include sale of the pension fund-owned stock.

Loeb had asked that terms of the decree be amended to allow the stock to be revalued and kept under pension-fund ownership. That was denied, and an appeal was filed. However, Loeb's attorney, Ralph Sullivan, said "there is a good probability" it will not be pursued because of the recent sale.

The $1.505 million purchase price is more than three times the pre-sale stock valuation, which was between $375,000 and $445,000, according to Labor officials.

All profits from the sale will be returned to the pension fund, they added.

The Augsbury Organization Inc. purchased the fund's 1,250 Union Leader shares, which represent 25 percent of the Union Leader Co. The shares comprised about 40 percent of the pension fund holdings, according to Labor officials. □

McGoff gets temporary stay

A federal appeals court has ruled that Michigan publisher John P. McGoff can delay turning over documents subpoenaed in a Securities and Exchange Commission probe involving alleged dealings with the South African government.

A three-judge panel of the U.S. Court of Appeals, District of Columbia Circuit, on Dec. 18 granted McGoff the temporary stay of a compliance order previously issued by a federal district court judge [**presstime**, January, page 60]. □

Thomson wins bidding for F.P.

In a major Canadian newspaper transaction, Toronto-based Thomson Newspapers Ltd. assumed ownership of F. P. Publications Ltd. at the end of January after winning a spirited bidding war that went from $102 million to $164.7 million (Canadian) in just over a month.

Control of F. P., also based in Toronto, brought The Globe and Mail of Toronto and seven other daily newspapers into the Thomson group which previously numbered 120 Canadian and U.S. daily and weekly newspapers.

The first bid to fall by the wayside was made by Conrad Black, chairman of the Argus Corp. [**presstime**, January, page 59]. Black and his partners upped their offer after R. Howard Webster, chairman of The Globe and Mail, entered the bidding. Thomson became the third bidder, making three counter-offers—the last of which won out.

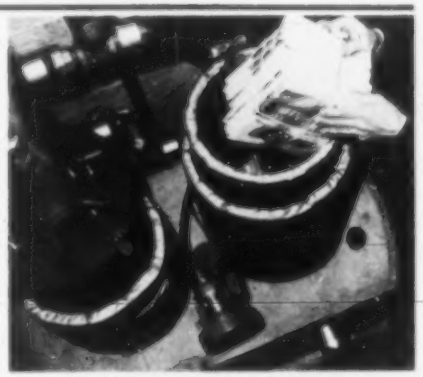
F.P. was owned largely by family trusts and estates. Shareholders owning about 54 percent of the voting shares and 79 percent of the equity accepted the Thomson offer. □

Recent acquisitions

Gannett Co. Inc., Rochester, N.Y., is acquiring the Green Bay Newspaper Co. which publishes the Green Bay (Wis.) Press-Gazette, daily circulation 58,000; the Wausau (Wis.) Daily Herald, daily circulation 30,000; and the Sturgis (Mich.) Journal, daily circulation 11,000.

Thomson Newspapers Ltd., Toronto, acquired F. P. Publications Ltd., Toronto, which publishes eight dailies, total daily circulation 800,000.

Inland Industries Inc., Lenexa, Kan., acquired the Kansas City Kansan (owned by Lee Enterprises Inc., Davenport, Iowa), daily circulation 20,000. □



Paper bundle dropped into combustion can

Burning of waste paper heats Maine newspaper

The Ellsworth (Maine) American has answered the rising cost of fuel oil by heating its pressroom and mailroom with a new wood stove-type system that burns wastepaper.

"I don't see why anybody with a web press wouldn't want to buy one of these machines," said Editor and Publisher James Russell Wiggins. Newsprint waste comprises a major part of the leftover paper burned in the stove.

The system, designed by Professor Richard C. Hill of the University of Maine at Orono, burns paper at temperatures up to 1128 degrees Fahrenheit. Water is heated to 200 degrees F. as it circulates through the combustion chamber; it then is pumped into radiators, where fans blow the warm air into the rooms.

The system cost the newspaper about $5,000 installed—twice the amount of what its fuel-oil bill would have been this year alone.

The paper's oil-fired heating system is being kept as a back-up. □

New York p.m. daily planned

Publication of a new afternoon daily newspaper in New York City is planned for the first quarter of this year.

With the tentative name of "Wall Street Final," it is being designed specifically for home-bound commuters.

The 12-to-20 page tabloid will be sold for 25 cents at newsstands in Manhattan, Monday through Friday. There will be no home delivery. □

First Amendment insurance now available

A unique, new insurance program which can help U.S. newspapers pay legal costs associated with defending or prosecuting First Amendment rights cases has been initiated by Mutual Insurance Co. Ltd. of Bermuda.

That company currently is making it available only to ANPA members insured under Mutual's group libel policy.

Coverage can be obtained for up to $1 million at rates based on Mutual's existing libel insurance premiums.

Frank Daniels Jr., president and publisher of the Raleigh (N.C.) News & Observer and Times, and chairman of the Newspaper Premium Fund Committee, encourages ANPA members to consider subscribing to the new insurance.

"I think it's obvious that action in the First Amendment area, whether it be by the New York Daily News or by a small paper, has the same effect in the courts," Daniels said.

"We'd hope that everybody looks at this in the broad view of the benefits to the industry," he added, "because we either stand together on these questions or we fall separately."

Cases eligible for coverage include—but are not limited to—"questions of prior restraint, dissemination, access, newsroom searches, statutory limitation upon publication and other First Amendment matters delineated in the policy," according to Mutual's general description of the plan.

It will cover other, unspecified items upon agreement of the publisher's attorney, the insurance company's attorney and a panel of at least three other attorneys selected by the insurance company.

Limits of liability can be purchased for up to $1 million for each "occurrence" of First Amendment defense or prosecution in the policy year. Consequently, if there are 10 "occurrences" in a policy year, a publisher may recover up to 10 times his coverage limit.

The policy also provides benefits up to the established coverage ceiling until a particular case is resolved. That could take years in some instances.

Mutual Insurance Co. Ltd.'s U.S. general counsel, Arthur B. Hanson, outlines coverage.

Not covered is payment for damages, criminal penalties or fines. Nor does the policy apply to activities which fall under the "normal reportorial process"—including freedom of information, "sunshine laws" and other such provisions—unless those established channels eventually prove unsuccessful, said Arthur B. Hanson, Mutual's U.S. general counsel.

'A great step forward in providing newspapers . . . with the opportunity and means to fight for and defend freedom of speech and of the press.'

The First Amendment Insurance rate schedule is the same as that for Mutual's libel policy. Premiums are pegged to a newspaper's circulation size. For example:

- Annual premium for a newspaper with 5,000 circulation or less ranges from $247 for up to $100,000 of coverage for each occurrence, to $504 for up to $1 million of coverage. Deductible for this category is $2,500.
- For newspapers between 25,001 and 50,000 circulation, the range is $600 for up to $100,000 of coverage, to $1,148 for up to $1 million of coverage. Deductible is $7,500.
- For newspapers between 150,001 and 200,000 circulation, the range is $1,680 for up to $100,000 of coverage, to $3,216 for up to $1 million of coverage. Deductible is $15,000.

There are 15 circulation categories and five choices for limits of liability for each occurrence in the insurance rate schedule.

ANPA Chairman and President Allen H. Neuharth has called First Amendment insurance a "great step forward in providing newspapers throughout the United States, particularly smaller newspapers, with the opportunity and means to fight for and defend freedom of speech and of the press."

He adds, "We will have in this program a strong weapon with which to vigorously pursue our day in court without undue hesitancy and without the fear that the financial strain of such actions might be too great to bear."

The ANPA Board of Directors endorsed the concept of First Amendment insurance at its September 1979 meeting [**presstime**, November, page 18].

For further details about the new insurance program, contact Mutual Insurance Co. Ltd., P.O. Box 1179, Hamilton 5, Bermuda. □

VP/Technical William Rinehart moving to ANPA headquarters

ANPA Vice President/Technical William D. Rinehart will move his office about March 1 from the Association's Research Institute in Easton, Pa., to ANPA headquarters at The Newspaper Center in Reston, Va.

William D. Rinehart

ANPA Chairman and President Allen H. Neuharth said the relocation decision by ANPA Directors "will enhance our operations, achieve maximum utilization of our staff and position us to move as effectively and as swiftly as necessary in pursuit of changing technological challenges for our business."

Specifically, Neuharth noted that in Reston Rinehart could better oversee establishment of the new Telecommunications Department which will be located there [**presstime**, January, page 61].

That new department will be in Reston, Neuharth explained, "because it will encompass not just technical and research matters but also marketing, economic and regulatory matters better addressed by convenience to Washington, D.C.

"We want this telecommunications effort, which probably will expand in the future, to be supervised by Bill Rinehart just as Bill supervises—under Executive Vice President and General Manager Jerry W. Friedheim—the Production Department and the Research Center at Easton," Neuharth said.

Friedheim said Rinehart will continue to supervise ANPA/RI operations from his new Reston location. The Rinehart family plans to remain in Easton until the end of the school year in June. □

Telecommunications subcommittee studies newspaper role in new systems

A subcommittee of the ANPA Telecommunications Committee is exploring newspaper business involvement in the development of technical standards for electronic home information systems. It will meet Feb. 27 for the second time in two months on the subject.

Feb. 17 is a very important date. So are April 21-23. To learn why, turn the page.

The Subcommittee on Advanced Communications Systems is addressing systems, such as viewdata, which provide an interactive connection between an individual's home and a data base, allowing the individual to select particular pieces of information which are then displayed on a television screen or video display terminal.

Subcommittee Chairman William Dunn, vice president and general manager of Dow Jones & Co. Inc., notes that "newspapers are likely to become major purveyors of these systems; in fact, several newspapers already are offering or developing variations of these systems. But other media and non-media firms also are working on them. If standards will be developed, we feel it's important that they reflect the potential needs of the newspaper business." □

New members

Newspapers elected to ANPA membership:

Orange Coast DAILY PILOT

Costa Mesa, Calif. (circulation 44,470), Robert N. Weed, publisher. The addition of this new member gives the Times-Mirror Co. 100-percent membership in ANPA.

Colorado Springs Sun

Colorado Springs, Colo. (circulation 26,182), Edmund O. Martin, publisher. This gives Oklahoma Publishing Co. 100-percent membership.

The News-Gazette

Winchester, Ind. (circulation 5,509), Richard E. Wise, publisher.

The Daily News

Olathe, Kan. (circulation 10,400), John Marshall, publisher.

Huron Daily Tribune

Bad Axe, Mich. (circulation 9,265), Charles A. Spence, publisher.

Plainview Daily Herald

Plainview, Texas (circulation 9,621), James Thomas, general manager.

With these additions the Hearst Corp. maintains its 100-percent membership.

The Reston Times

Reston, Va. (circulation 9,584), Kelly Mansfield, general manager.

Carroll County Times

Westminster, Md. (circulation 16,700), Edward E. Beeler, publisher.

Make Reservations by Feb. 17!

(Hawaii Visitor Bureau Photo)

- Hotel rooms are still available, but after Feb. 17 reservations will be handled on a "space available" basis.

- Don't miss this highlight of the year because you put off making early travel plans. If you have not already sent in your reservations for air travel, hotel requirements and Convention registration, do it now.

- All the information you'll need to know about travel, hotel accommodations, Convention registration and post-Convention tours is contained in the Convention brochure mailed in October and again in December. **This brochure includes your Hotel, Air Travel and Convention Registration Form.** If you have not received your copy, we'll send you another. Write or phone Convention Planning, ANPA, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

- Group Travel Unlimited Inc. of Washington, D.C., and Honolulu is the official Housing Bureau for the Convention. It also can handle all your travel needs. ANPA members may book air reservations through a local travel agency, although choice of flights may be scarce and there will be a modest service charge. Those who elect to use a local agency, however, should still make their hotel reservations through Group Travel Unlimited.

- An exciting program is being developed in coordination with the Associated Press, United Press International and others. The program will be of interest to all—focusing on worldwide issues and featuring world personalities. Highlighted will be the vital issues of our time: the economy, energy, politics and the press.

- And you'll enjoy the beauty of Hawaii and have the opportunity to take advantage of post-Convention tours to the Neighbor Islands, the South Pacific and the Orient.

- Don't miss it. Submit your reservations today.

speeches

David Laventhol

Alfred Eisenpreis

Eugene Roberts

Jim Wright

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **The Outlook for Publishing.** J. Christopher Burns, vice president/planning, The Washington Post Co. New York Society of Security Analysts, New York City, Dec. 11.
- **Business and the Media.** David Laventhol, president and chief executive officer, Newsday, Long Island, N.Y. Gerald Loeb Awards, New York City, Nov. 15.
- **Business and the Media: Breaking Down the Barriers.** James P. Gannon, executive editor, Des Moines (Iowa) Register and Tribune. Drake University, Des Moines, Oct. 24. (Or see Dec. 15 Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)
- **Future of Retailing.** Alfred Eisenpreis, vice president, retail marketing, Newspaper Advertising Bureau. National Retail Merchants Association Convention, New York City, Jan. 15.
- **The First Amendment: Charter or License?** James T. Laney, president, Emory University. Southern Newspaper Publishers Association Convention, Boca Raton, Fla. Nov. 12.

From the First Amendment Congress, Philadelphia, Jan. 16-17:

- **The First Amendment: What Difference Does it Make?** Robert Toth, Washington correspondent, Los Angeles Times.
- **Business and Media Must Respect Each Other's First Amendment Rights.** Thomas J. Donohue, vice president, U.S. Chamber of Commerce.
- **Whose First?** Jerome A. Barron, dean, The National Law Center, George Washington University.
- **Whose First?—It's Everybody's First and Sixth, and . . . .** Oregon State Rep. Ted Bugas.
- **How the Press Influences Politics and Policy.** New Orleans Mayor Ernest N. Morial.

From the 43rd Annual U.S. National Commission for UNESCO meeting, Athens, Ga., Dec. 12-15:

- **The Free Flow of Information: Re-examining a Traditional Value.** Dr. Donna Allen, Women's Institute for Freedom of the Press.
- **Freedom and Order in Future International Communications.** U.S. Rep. George E. Brown Jr. (Calif.).

From the Society of Professional Journalists, Sigma Delta Chi Convention, New York City, Nov. 15-17:

- **Keynote Address by Eugene Roberts,** executive editor, Philadelphia Inquirer, as delivered by Gene Foreman, managing editor of the Inquirer.
- **Improving the Writing in Newspapers.** Roy Peter Clark, assistant director, Modern Media Institute, St. Petersburg, Fla.
- **Communicating in a Spirit of Mutual Trust.** U.S. House Majority Leader Jim Wright (Texas).

ANPA calendar

February

ANPA News Research Center-Census Bureau Workshop
Memphis State University, Memphis, Tenn., Feb. 1

ANPA Board of Directors meeting
Dorado Beach Hotel, Dorado Beach, Puerto Rico, Feb. 4-6

ANPA Labor and Personnel Relations Conference
Dodgertown Conference Center, Vero Beach, Fla., Feb. 4-6

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Feb. 4-8

ANPA Management Development Workshop
Water Tower Hyatt House, Chicago, Feb. 11-15

ANPA Convention Arrangements Committee meeting
Los Angeles Times, Feb. 19

ANPA/International Circulation Managers Association Legal Symposium
Fairmont Hotel, Dallas, Feb. 20-22

ANPA Key Executive Seminar
Royal Orleans Hotel, New Orleans, Feb. 25-29

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Feb. 25-29

ANPA News Research Center-Census Bureau Workshop
Chicago Sun-Times, Chicago, Feb. 29

March

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., March 10-14

ANPA Press-Bar Relations Committee meeting
Hay-Adams Hotel, Washington, March 11

ANPA Government Affairs Committee meeting
L'Enfant Plaza Hotel, Washington, March 11-12

ANPA/ABA Task Force meeting
L'Enfant Plaza Hotel, Washington, March 12

ANPA Labor Negotiators Seminar
Houstonian Inn, Houston, March 18-19

ANPA Conference for Young Newspaper Men and Women
Don CeSar Beach Resort Hotel, St. Petersburg, Fla., March 18-19

ANPA News Research Center-Census Bureau Workshop
Independent Press-Telegram, Long Beach, Calif., March 21

ANPA/International Newspaper Promotion Association Strategic Planning Seminar
Houstonian Inn, Houston, March 23-26

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., March 24-28

ANPA Foundation Conference for Newspaper in Education Program Development
Sir Francis Drake Hotel, San Francisco, March 25-28

ANPA/INPA Newspaper Executives Marketing Seminar
Scottsdale Conference Center, Scottsdale, Ariz., March 30-April 5

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., March 31-April 4

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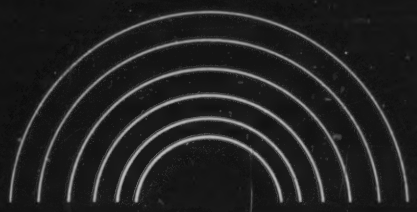

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The gold rush is on!

OPINION POLLS

Help or hindrance?

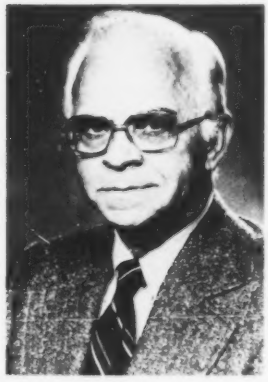
√ √ √ √ √ √ √

chairman's corner

Papers must work in consort to meet complex challenges

(At Chairman Neuharth's invitation, Joe D. Smith Jr. is guest columnist.)

I'm grateful for this opportunity to express some of my ideas about ANPA. Twelve years' service on the organization's Board of Directors is an unusual privilege. It's from that perspective that I comment.



Joe D. Smith Jr.

With all the changes in the art and business of publishing, the most fundamental is the shift in the origin of challenges to producing good, profitable newspapers. Internal impediments which we are now better able to change or control have been supplanted by more adverse external forces. These include mind-boggling communications technology whose effect is difficult to imagine; federal government intrusion by law, regulation and the courts; a suspicion of increasing functional illiteracy; the consequences of inflation; drastic changes in retailing, and advertising. And there are more.

There is little a single newspaper can do about these. Even the larger groups are relatively impotent at finding and effecting solutions to problems generated by such developments. Only in consort can we hope to muster the strength adequate to influence or change forces detrimental to our existence.

And I'm persuaded that there is much more at stake than just our newspapers. Self-government is a fragile, precarious exercise which absolutely requires the cool exchange of ideas and knowledge that only newspapers provide. I'm convinced no other medium could fill the void that would be created by their disappearance.

How then do we combat or accommodate the forces which may weaken newspapers and our country?

In my opinion, the only answer is a strong association of us all—thoughtfully directed, soundly financed, responsive to our needs, able to voice our common concerns and coordinate our efforts. That is what ANPA strives to be. If we did not have it in being, we'd be working feverishly to create it.

It needs and deserves your increased support as the one entity concerned with the total operation of all daily newspapers in the United States and Canada. It will pay dividends for you and your newspapers. All of us will benefit.

Joe D. Smith Jr.
Chairman, Executive Committee
Immediate Past Chairman and President

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presstime*

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Christy C. Bulkeley, The Commercial-News, Danville, Ill.
Charles Glover, Cox Enterprises Inc., Atlanta
Richard J.V. Johnson, The Houston Chronicle
Thomas F. Matthews, Tracy (Calif.) Press Inc.
Charles M. Meredith III, The Free Press, Quakertown, Pa.
Warren H. Phillips, Dow Jones & Co. Inc., New York
Carol Sutton, The Courier-Journal and The Louisville (Ky.) Times

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Newspapers channel interest in cable TV

By Margaret Genovese
presstime staff writer

A "gold rush" is underway in the cable television industry. A number of newspapers already have staked a claim to a cable system or channel, and others are considering whether to prospect in this rapidly expanding field.

"We are a booming industry," says Andrew L. Litsky, spokesman for the National Cable Television Association, who suggests the "gold rush" analogy. "People are running around looking for franchises and to get the cable systems they hold franchises for into operation."

This explosion of activity has made cable television a leading candidate to be a major vehicle for electronic transfer of information in the 1980s and beyond.

The rush is on

Although its partisans long have sung the praises of cable television and the wonders it promises for a "wired world," only recently have their songs begun to sing true.

The upsurge in cable interest can be traced back to 1975, Litsky says, when Home Box Office—a "pay cable" supplement to standard cable TV service—first used a communications satellite to relay first-run, unedited movies to cable systems around the country. Relaxation of some restrictive federal regulations—a process which is continuing—further enhanced the environment for cable's swift growth.

Of late, cable television has spawned gavel-to-gavel coverage of sessions of the U.S. House of Representatives, seven-days-a-week sports viewing, special programming for children and other exclusive fare. The list is lengthening monthly. On June 1, an all-day, all-night, all-news cable TV network will begin operation.

To accommodate this smorgasbord of diverse, so-called "*narrow*cast" (as opposed to "*broad*cast") programming and what the cable industry says is burgeoning consumer demand for it, existing standard 12-channel cable systems are being rebuilt for added capacity. Systems with 36 and even 52 channels are sprouting all over the country; a 78-channel system will be built in Pittsburgh; and a system has been proposed for Queens, N.Y., with the capacity for more than 100 channels. Channel capacity—theoretically, at least—is limitless.

Cable television is now a $1.5-billion-a-year-plus industry. Subscriptions have increased 58 percent in the past five years, going from 9.8 million in 1975 to 15.5 million today. They are expected to double by 1985.

Approximately 20 percent of all American households are connected with cable; nearly as many are reachable by existing cable but are not spending the $7.03 average monthly subscription charge to hook onto it.

What does all this mean for newspapers? According to newspaper executives already involved with cable, it provides newspapers with the opportunity to enhance their current position as information providers in their communities and to ensure that position for the future. At the same time, they caution, it carries the potential for increased competition for news and advertising.

Actually, newspaper interest in cable television dates back at least a decade. And cable TV itself is more than 30 years old. Cable televison (or CATV—Com-

This is the first in a series of **presstime** reports on the evolving, electronic, information-transfer technology—and its implications for newspapers.

munity Antenna Television) came into being in the late 1940s as a means of bringing television to rural communities where television reception was poor. An antenna was erected high enough to receive unobstructed television signals, which were then carried by coaxial cable, strung along utility poles, into homes.

In the late 1960s and early 1970s, there was a somewhat short-lived flurry of interest by newspapers in cable television. ANPA sponsored several seminars on the subject.

"We were all part of the blue sky yonder crew," recalls Jules S. Tewlow, director of special projects for Lee Enterprises Inc., who was then the ANPA staff member overseeing cable research. "We saw cable coming into the home with all kinds of potential for bringing all kinds of basic electronic services into the home. . . . There is only one thing wrong with that; we looked at cable from the technological, not from the market, point of view."

Today, Bruce Thorpe, a newspaper analyst who monitors the activity of publicly held companies for the brokerage firm John Muir & Co., says there is a "growing market" for cable television and "clearly an accelerating trend" of newspapers' involvement with it.

Statistics do not verify any recent newspaper stampede to cable, but that may be because up-to-date information on the subject is not readily available.

According to the most recent figures in *Television Factbook*, of the 3,997 cable systems operating as of Sept. 1, 1978, 12.7 percent—506 systems—had some degree of newspaper ownership, up slightly from the 12.1 percent of a year before.

Factbook Managing Editor Marylou Legge has "not seen a great degree of change at all" in her compilation of 1979 figures thus far, and she predicts only a slight increase, perhaps another .6 percent, when they are released several months from now.

But this next edition of *Television Factbook* will not embrace acquisitions that have taken place this year, such as Newhouse Broadcasting Corp.'s purchase of a 15-system Colorado cable company, Daniels' Properties Inc. (Newhouse Broadcasting is a separate company and not a part of Newhouse Newspapers, although *Television Factbook* includes this type of relationship in compiling cable-newspaper cross-ownership data.)

The possibilities

In the "gee-whiz" world of cable futurists, cable television someday will be protecting your home or office from break-ins, adjusting your heating and lighting systems, substituting for mail order catalogues, and even figuring out your tax return.

Some of those applications count on cable's capability for two-way information transfer.

People already are talking back to their television screens—and asking questions

'We were all part of the blue sky yonder crew . . . We saw cable coming into the home with all kinds of potential for bringing all kinds of basic electronic services into the home . . . There is only one thing wrong with that; we looked at cable from the technological, not from the market, point of view.'

—in Columbus, Ohio, and Irving, Texas, where Warner Cable Corp. and Dow Jones & Co. Inc., respectively have interactive cable systems in operation. Because of cable's two-way capability, ANPA's Telecommunications Committee [**presstime**, February, page 53] and many newspapers are giving it a close look.

Joe M. Dealey, president of The Dallas Morning News and chairman of the ANPA Task Force on Broadcast and CATV Ownership, explains that newspapers—traditionally, the information collectors and disseminators in their communities—could compile data banks from which their readers could withdraw selected information via cable.

Dealey believes newspapers "would be well-advised to do all those things that they can do to make a cable channel available to themselves."

Present applications

But what are newspapers doing today with channels they already have? The answer covers the spectrum.

John M. McClelland Jr., publisher of The Daily News in Longview, Wash., owns five systems in Cowlitz County where the newspaper has an 85-percent rate of penetration. But he is using none of them for local news and advertising programming. McClelland declares, "I'm not deliberately going to start in direct competition with the newspaper. We are not going to do it until there is some public demand for it. When there is, we will have to fill the demand, or someone else will."

Robert M. White II, publisher of the Mexico (Mo.) Ledger, does make limited use of one of 12 channels on that city's cable system which he owns. The newspaper's ad salesmen sell some commercials for the local-programming channel, and its reporters occasionally double as television newsmen for the airing of major stories. The newspaper also sponsors extensive election night telecasts.

Then there is Gerald G. Moriarity, publisher of the Mason City (Iowa) Globe-Gazette. Two years ago, when he was publisher of another Iowa daily, the Ottumwa Courier, Moriarity leased a cable channel and began using it 24-hours a day as a local news and advertising supplement to the newspaper. He intends to establish a similar service over leased channels at Mason City.

"A lot of newspaper people feel you are selling your soul in getting involved with cable television," notes Moriarity, a pioneer in the field. "I warn them that if they don't try to get involved, they sure as hell will look up one day and see that a competitor is in the driver's seat."

Publicity about his innovative work with cable brought so many inquiries that he has developed a handbook for newspapers on establishing local cable services.

Courier Cable News provides informa-

tion in textual—or "alpha numeric"—form and continually refers the viewer to the newspaper. News and advertising copy are entered into the system at the newspaper office via a keyboard device called a "character generator" which is similar in appearance to a VDT keyboard.

Several newspapers that consulted with Moriarity are following his lead. The Murray (Ky.) Ledger and Times and the Mayfield (Ky.) Messenger each leased a cable channel in their communities and began transmitting news via cable last November. Another such paper, the Troy (Ohio) Daily News, is in the process of negotiating a lease for three channels.

The Yuma (Ariz.) Daily Sun will be using four channels when it launches Sun Cable News on April 4. One channel will be devoted to local news, weather, sports and display advertising; a second will provide classified advertising on a pre-announced, scheduled basis; a third will carry the Associated Press Newscable service; and the fourth will feature Reuters' financial and sports cable package (UPI has two cable news services, one alpha numeric, the other with voice and still pictures). Publisher Donald N. Soldwedel says the newspaper doesn't intend to "scoop itself" and will hold major local stories from the cable until the Daily Sun is on the street.

Some newspapers, such as The Columbian of Vancouver, Wash., are seeking to enter the cable business but are finding formidable competition—even from other newspaper companies. John McClelland also plans to bid on the Vancouver franchise, and two other newspaper-linked firms are known to be scrutinizing the market.

Cross-ownership

The last time newspapers showed an interest in cable television, the FCC initiated a broad-ranging inquiry which sought, among other things, information on cross-ownership of newspapers and cable systems in the same market.

As part of its response to that inquiry, ANPA commissioned Factbook Research Inc. to conduct a study of daily newspapers and cable television.

That study revealed very few instances of co-located newspaper-cable system combinations. Of the approximately 3,100 cable television systems in operation as of April 1974, only 2 percent represented systems owned by newspapers in the same market. Less than 8 percent had any degree of newspaper cross-ownership.

When it concluded its active inquiry in 1975, the FCC did not place any restrictions on newspaper ownership of cable systems.

William H. Johnson, chief of the Policy Review and Development Division of the FCC's Cable Television Bureau—in testimony last month before the House Small Business General Oversight Subcommittee—explained why. The commission, he said, "found very little of that kind of ownership existed. And there didn't seem to be any trend toward it increasing. . . ."

He went on to say that there was—and is—the unresolved question of whether the FCC had jurisdiction in the cable-newspaper, cross-ownership area. And, he said, where cable systems and newspapers are commonly owned in the same market, "there may be some beneficial aspects."

But at the same time, he assured subcommittee members who are looking into media concentration that the FCC's proceeding in this area "remains open."

Chairman Dealey of the ANPA Task Force on Broadcast and CATV Ownership says his group is working "to dissuade the FCC and other governmental bodies from . . . prohibiting cross-ownership." Recently, state governments have gotten into the game. There has been cross-ownership related action in three states already this year, apparently reflecting the rising interest.

- In Massachusetts, the state statute that excludes "newspaper media (*sic*) and their affiliates . . ." as cable television licensees "in their major circulation areas" currently is being reviewed by the state's cable television commissioner.

Publisher Richard Devany of The Sun-Chronicle in Attleboro, Mass., called for its clarification after a cable television subsidiary of The Providence (R.I.) Journal Co. applied for franchises in Attleboro and several surrounding communities.

Devany says that if it weren't for the law as he reads it, the Sun-Chonicle would be interested in applying for the franchise; he does not want it to be awarded to a competing newspaper's interest. "If we can't have the franchise ourselves, they certainly shouldn't have it," he argues.

Mason City Globe-Gazette's Moriarity works character generator as Max Peters of N. Iowa Cablevision Associates watches.

- In Connecticut, the Division of Public Utilities Control, a state body, in January ordered the Times Mirror Co. to divest either The Hartford Courant or its cable systems in Hartford and Meriden when it found, according to the panel's chairman, "there is inherently harm to the public interest in cross-ownership." The state ruling followed protests by four independent Connecticut dailies, including The Morning Record and Journal of Meriden.

Later that month, when it approved the sale of a New Haven cable system, the state regulatory agency specifically prohibited the new franchiser from buying a controlling interest in any newspaper or other media in the franchise area.

- In Minnesota, the state's newspaper association is working to overturn a state regulation that restricts newspaper ownership of cable systems in the same market.

"We think that, particularly for smaller newspapers, if you say to them, 'You cannot own a cable system in your own town, but you can go somewhere else to own one,' it is highly unlikely that they would

do that; they don't have the staff; they don't have the money; they don't have the expertise," says Robert Shaw, manager of the Minnesota Newspaper Association. The result, he notes, is to "prevent the smaller newspapers from sharing in new technology."

He pointed out in recent testimony before the Minnesota Cable Commissions Board that "It's roughly equivalent to telling harness-makers that they may not own a gas station, tire shop or auto factory in their own community."

Divided regulatory authority

While the issue of regulating newspapers' ownership of cable systems remains an unsettled one, there is no question that cable television itself is subject to regulation and a crazy-quilt set of regulators.

The FCC retains some authority, although it has lost ground as a result of recent Supreme Court actions. New York, as well as Minnesota and Massachusetts, have independent cable commissions. Alaska, Delaware, New Jersey, Nevada, Rhode Island and Vermont join Connecticut in regulating cable through their public utility commissions. And in Hawaii, cable television is regulated through a separate cable division of the Department of Regulatory Agencies.

For the most part, though, cable is regulated by local governments through individually fashioned franchise agreements, documents that often measure inches thick. These agreements are subject to revocation if contractual obligations aren't met, and they must be renewed periodically. This is a source of concern for some, including Minnesota Newspaper Association Manager Shaw, who says:

"What is gradually unfolding is a system that is franchised, licensed, controlled from top to bottom by government, and if that is not unconstitutional as far as the press is concerned, then I don't know what is."

The FCC suggests that franchises be awarded for periods no greater than 15 years.

Localities are well-compensated in the regulatory scheme of things, although the FCC normally limits communities to assessments of 3 percent of a franchise's gross revenues.

The FCC has proposed an end to the ceiling on franchise fees. Whether this would lead to the uncapping of an "urban oil well," as cable has been termed, remains to be seen.

What does it cost?

Depending on the individual circumstances of the franchise area (big city, hilly small town, etc.), it can take anywhere from three to five years for a cable system to realize a positive cash flow—although as little as one year is not unheard of, according to Stephen R. Effros, executive director of the Community Antenna Television Association, the primary representative of smaller, independent cable system operators.

'What is gradually unfolding is a system franchised, licensed, controlled . . . by government, and if that is not unconstitutional as far as the press is concerned, then I don't know what is . . .'

Establishment of a cable system is "highly capital intensive," he reports.

In a suburban area, where there are sufficient utility poles, the cost of installing the cable averages $10,000 a mile, he says. In an urban area, where the cable may have to be buried underground, it could escalate to $12,000 to $15,000 a mile. And in New York City it could cost up to $150,000 a mile.

Other start-up costs include the antenna for pulling in nearby channels and a satellite dish for receiving distant signals; copyright fees; maintenance vehicles; rental of utility poles or conduit space; and the coaxial cable itself.

According to Effros, acquiring an existing system can cost as much as $500 to $700 per subscriber, depending on the age of equipment, whether added revenue from pay cable is available and whether the market is stable or growing. (Some newspapers recently have been sold for nearly $1,000 per daily subscriber.)

It's not as easy to put a price tag on channel leasing, Effros says, "because it is a new experience for the cable industry. . . .

"Some are giving it away to fill the channel and have more programming," he reports. Others charge a monthly rental fee based on the relationship of the channel to the total cost of the system. Still others charge a percentage of the income derived from the channel.

The Bay Recorder, a weekly in Coos Bay, Ore., has leased a cable channel for five years and been in the cable news business since November.

According to Publisher Bill Grannell, the cable system operator provided the newspaper with a character generator and amortized its cost over the five-year period. In addition, the newspaper estimated its potential cable advertising revenue and agreed to pay a percentage to the system operator based on those projections. Grannell says he now believes it would be advisable, especially for smaller newspapers, if agreements were based on a percentage of actual revenues.

The Times-Republican of Marshalltown, Iowa, has a five-year contract to share one channel with the local cable company. It agreed to pay one-half the purchase price of the $15,000 character generator which sits in the Times-Republican newsroom and which is used to present news headlines, $2-a-line birthday and anniversary greetings and classified advertisements, reports Publisher David U. Norris.

The News-Times of Danbury, Conn., has leased a channel on two cable systems for five years on a cost-per-subscriber basis. (See story, page 8.)

The Recorder in Amsterdam, N.Y., has leased a channel on the cable system in that community for 10 years at a flat rate, regardless of household increase, with an option for another 10 years at a rate already negotiated.

"The bottom line," Recorder Publisher Charles H. Miller says, "is that we have positioned ourselves for whatever is coming along regarding a tie-in between the newspaper and the electronic media. That's really what it's all about." □

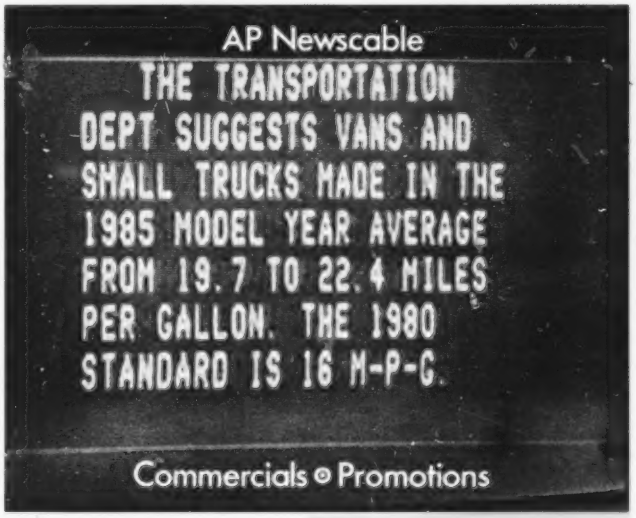
One newspaper makes the cable connection

"Frankly, we are confronted with a certain amount of inconsistency," Joseph Richter was saying recently. It was understandable.

After years of telling retailers that the newspaper is the best advertising medium, Richter had just completed his first day selling ad space on a television screen.

Richter is project director for the Ottaway Newspapers Inc.-Dow Jones & Co. Inc. experimental cable television service, operated by The News-Times of Danbury, Conn.

He and the newspaper's advertising staff have resolved the sales pitch dilemma, he says, by telling potential advertisers, "The newspaper business is not the business we are in. We are in the information business. We are in the business of gathering news and advertising information and packaging and distributing that in the best way possible."



The News-Times' NewsCable service has been in operation on a 24-hours-a-day basis since Aug. 6. It provides news and advertising—text only—over two cable television systems serving five communities with 21,000 subscribers. All are within the newspaper's primary circulation area.

It is not, Richter admits, a sophisticated operation. "The Dow Jones and Ottaway people believe that electronic news delivery is in our future, and we have to investigate various ways of news dissemination," he says. "That was why we started with this cable project.

"In a sense, it is an entry-level project, easy to implement. With a minimum of effort and expenditure, we in effect have a leg up on electronic news delivery in our marketplace."

Initial discussions about the project took place in August 1978.

Five-year leases were signed with cable firms in Danbury and New Milford with the newspaper agreeing to pay an annual $1 per-cable-subscriber fee. Subscribers do not pay extra for the NewsCable service.

Basic equipment necessary to put the service into operation at the newspaper plant included two keyboards, or character generators (one serving as a backup), and a modulator to send the signal along a cable to the cable company's generating equipment ("headend"), from which the information is sent, via cable, throughout the system. Each character generator costs approximately $18,000 and the modulator less than $2,000, according to Richter.

From the Teleprompter Corp.-owned Danbury system, the signal is transmitted via microwave 16 miles north to New Milford and the second system, owned and operated by Cablevision of New Milford. To achieve this increased coverage, the newspaper purchased and installed the microwave equipment, which consists of two dishes—a transmitter and a receiver—at a cost of between $20,000 and $25,000.

The NewsCable service does not have reporters. It has "input editors" who, Richter explains, "pick up information as it drops off the end of the editorial process" of the News-Times and use it to design a local information package. The editors take hard copy from the newspaper's proof room and use the leads as their stories.

The package, or "loop," consists of an average of 30 "pages" of different screen images. It is a mixed bag of breaking news, features, sports, financial information and advertising.

The loop is repeated approximately five times every half hour and is updated periodically. It alternates with the Associated Press' Newscable on the half-hour.

To the viewer tuned to cable Channel D in Danbury and Bethel, Conn., and Channel N in New Milford, Brookfield and New Fairfield, NewsCable is a service with two dimensions: sight and sound.

On the top of their television screens, they can scan the time, temperature and date which are continually visible. The second line from the top carries the NewsCable "header line" or logo. The next seven lines of 32 characters each are devoted to stories or advertising. The bottom line is retained by the newspaper for promotional advertising. Each "page" of text remains on the screen for 12 seconds, then fades and is replaced with another. "Easy listening" music provides a background.

An advertiser purchasing one day's worth of advertising will see his full-page message displayed during the local news loop at least 18 times. On a slow news day, it could appear as many as 30 times.

One day's advertising costs $40; two days, $65; five days, $110.

No combination newspaper-cable discount rates are being offered. "We wanted to introduce the cable system on its own," Richter explains, but he says a combination rate is "a distinct possibility" for the future. Because of the equipment's limited memory capacity, classified advertising is not yet part of the cable service.

News-Times Publisher Richard Myers calls the service "an excellent supplement to the newspaper . . . one we can develop even further with some refinement of content." □

Rationing priority sought; conservation exemption set

ANPA has urged President Carter to assign newspapers priority status in the proposed gasoline *rationing* plan he is expected to send to Congress this month.

Meanwhile the U.S. Department of Energy unveiled its new energy *conservation* plan and, for the first time, formally recognized the need for an exemption for the media.

In his letter to Carter on rationing, ANPA Vice President and General Manager Jerry W. Friedheim noted that without priority designation for newspapers, "the level of public understanding and cooperation so vital to the plan's success will be undermined."

The nine-point fuel conservation plan unveiled by DOE in the Feb. 7 Federal Register calls for:

- A compressed workweek reducing the workweek by one day. Among specific exemptions in this measure are "public communications firms, such as newspapers and radio and television stations, on a continuous or daily basis."
- A program of enhanced public education to encourage use of mass transportation and ride sharing, including "low-cost newspaper classified advertisements to match riders with transportation alternatives." The program also includes enhanced public information on ways to increase fuel efficiency and conservation.
- Minimum gasoline purchase requirements similar to plans used in several states last summer.
- An "odd-even" gasoline purchase measure similar to plans used in many states last summer. It contains no exemption for commercial vehicles.
- Enforcement of the existing 55 mph speed limit. States and localities would be encouraged to lower all speed limits by 5 mph.
- Building temperature restrictions giving the President the option of reimposing or extending beyond the April 16 termination date the current mandatory building restrictions.
- An employer-based commuter and travel measure to enhance gasoline conservation by commuters. It would apply to "all employers operating one or more work sites at which 100 or more persons are employed" and would include such options as employer-operated carpools for employees; employee access to some form of prepaid transit program; reduction of employer-provided employee parking; and preferential parking for car pools.
- Vehicle owners to choose at least one day per week on which all their vehicles would go unused. Vehicles would carry stickers for easy identification and enforcement.

This plan contains exemptions for vehicles with six or more tires on the road or gross vehicle ratings of at least 10,000 pounds. A DOE attorney informally advised ANPA that independent distributors with written or verbal delivery contracts with newspapers apparently would qualify for an exemption. But the sticker measure provides no exemption for newspaper delivery by employer- or employee-owned automobiles.

- Recreational watercraft restrictions prohibiting recreational boating on Sundays, or, in more severe shortages, during the entire weekend.

Public hearings on the conservation plan will be held in Atlanta March 3; New York City March 6; Chicago March 10; Arlington, Texas March 13; San Francisco March 18; and Washington, March 20.

Written comments will be received by the Department of Energy until April 7.

Development of the conservation plan and the standby gas rationing plan are required under the Emergency Conservation Act of 1979 [**presstime**, February, page 9]. □

Support for wage-price controls gains, but Carter's opposition unchanged

Although most economists still think wage and price controls would hurt rather than help the U.S. economy, a growing number of influential voices are shifting to support such measures.

These include presidential hopeful Sen. Edward M. Kennedy (Mass.); Barry P. Bosworth, former chairman of the Council on Wage and Price Stability; and F. Thomas Juster, director of the University of Michigan's Institute for Social Research.

They appear to be supported by shifting public sentiment. A January New York Times/CBS poll showed 65 percent of Americans were willing "to have government enforce limits on both wage and price increases."

However, the Carter administration continues to advocate budgetary restraint, higher productivity and increased savings by individuals and to oppose wage-price controls.

ANPA has long opposed mandatory controls on the newspaper business on constitutional and historical grounds.

". . . To allow the heavy hand of the federal government to control the economic lifeline of newspapers, and thereby have the power to reward friends and punish enemies, would be inimical to the continuation of a vigorous, independent free press in a free society," the Association has stated.

It has also pointed out that in two of the three periods of mandatory economic controls in the United States—World War II and the Korean War—Congress specifically exempted newspapers from their application. □

Conference unit studies bills to curb FTC

A House-Senate conference committee is studying bills that would put legislative reins on what some consider to be a runaway Federal Trade Commission.

The Senate Feb. 7 overwhelmingly passed a measure requiring 80-day suspension of new FTC rules so Congress could have time to review and decide whether to veto them.

The House version, passed in November, would grant each house of Congress veto power over FTC regulations [**presstime**, January, page 18]. □

Defining the independent contractor

By L. Peyton Hendricks

One of the many issues confronting newspapers is the legal relationship between the publisher and individuals performing editorial and commercial work. In most instances, the question to be answered is whether, under the law, they are employees or independent contractors.

Is the question really important in the workaday world of newspapers, or is it mainly of academic interest to newspaper attorneys?

Ask the management of Phoenix Newspapers Inc., publisher of The Arizona Republic and The Phoenix Gazette. Last summer, state tax authorities presented the newspapers with a $1.5 million bill for back sales taxes. Tax officials maintained that the company's carriers—mostly juveniles—were not independent contractors, as management believed, but employees of the company. Therefore, the state said, sales taxes had to be paid on the full retail price of the newspaper as delivered to the reader. Previously, the company had paid sales tax on the wholesale price charged to carriers.

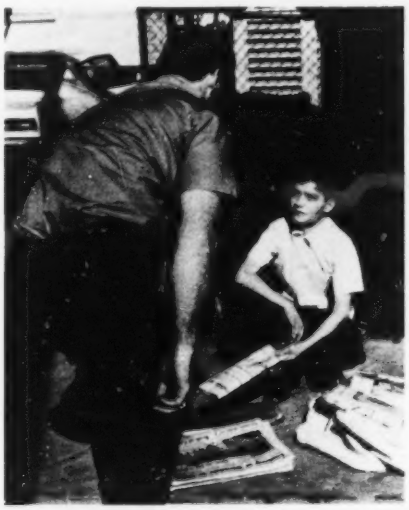
Remedy sought

The demand for payment covered a four-year period. The company declined to pay it and went for help to the Arizona legislature where a bill to remedy the matter was introduced in February.

While most cases are not that extreme, the overwhelming majority of situations where the important legal issue is whether a worker is an employee have come about because of the operation of employment laws.

These include federal statutes enacted as Depression-relief measures during the 1930s, such as the National Labor Relations Act, regulating the conduct of collective bargaining with organized labor, and the Fair Labor Standards Act, governing wage-hour matters and work by minors.

In the past two decades they have been joined by statutes such as the Civil Rights Act of 1964, the Occupational Safety and Health Act and the Employee Retirement Income Security Act.



All of these laws apply to *employees of employers* and do not extend generally to any person who performs services for another. Thus, if the benefits or sanctions of a particular employment law are to be invoked, the workers affected must be serving in an employment capacity and not engaged to do specified tasks as individual, self-employed contractors.

When a worker's status is being contested, the demonstration of employee status—or lack of it—often must be made to a judge or to an administrative body with neutral, decision-making authority, such as the National Labor Relations Board. If, for example, a labor union petitions to represent some newspaper personnel, a hearing before an NLRB hearing officer is frequently conducted. In many instances, management will attempt to show to the hearing officer's satisfaction that the personnel are self-employed, independent contractors and therefore not subject to representation by unions or entitled to bargain collectively with the newspaper, as these are rights which extend only to employees and their representatives.

Over the years, judicial officers have used a definition of the independent contractor relationship which is relatively simple to state but not necessarily easy to apply. With some variations, it states that an independent contractor relationship exists when the person for whom services are performed has the right to control only the *results* of a contractor's work, not the details of how the work is accomplished.

In trying to apply this definition to actual cases, the courts look for the presence or absence of various factors which could be viewed as attempts to exert control over the activities of a worker to the point where it can no longer be said that the worker has the requisite degree of freedom to carry out his or her tasks as a truly independent contractor.

The newsletter of a state press association a few years ago offered this analogy: The contractual relationship is like a platform supported by columns made of factors that tend to show a worker's independence. Take away the worker's right to set his own hours and a column is lost. Take away the worker's obligation to withhold money to pay future income tax obligations and another column is removed. Take away the worker's custom of purchasing his own supplies instead of having them supplied by the company and another column vanishes. Take away too many of the factors and the platform collapses.

News distributors

The largest classification of newspaper workers traditionally viewed as independent contractors is that of circulation distributors, including both intermediate-level distributors and carriers. Consequently, most of the reported judicial and administrative decisions involving newspapers in this area stem from litigation over their employment status—particu-

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larly under the National Labor Relations Act.

Leading case

A leading case involving news distributors was *NLRB v. Lindsay Newspapers Inc.*, 1963, in which the NLRB found that certain workers were employees and entitled to the protections of the act based on an analysis of several factors which the board considered indicative of that relationship. Included among them were:

- The newspaper could and did terminate distributors at will and without reasonable notice.
- The company forbade the delivery of any other publication except its newspaper.
- The newspaper precluded distributors from holding other jobs.
- The company insisted on passing on the qualifications of a distributor's helper.

Along with a dozen or so other factors, the NLRB concluded that the company exercised so much control over the workers that they could not be considered independent contractors.

A second major group of newspaper workers typically viewed as independent contractors consists of free-lance journalists. When the NLRB has considered issues of coverage for these workers, it has emphasized such factors as the freedom to refuse a writing assignment without prejudice to the future ability to submit material to the newspaper.

Also, the board and other federal regulatory agencies have placed emphasis on the journalist's overall financial dependence on the newspaper, required attendance at editorial meetings and fixed compensation as opposed to payment on a piece-rate basis.

But it should be stressed that judges and regulatory agencies with decisional powers do not engage in a mechanical process of "adding up" a number of employment-related factors to arrive at their decision; nor do they give conclusive weight to any one factor.

The NLRB in particular has given close scrutiny to entrepreneurial factors—whether the worker has a meaningful ability to set profits or accept losses and the degree of personal investment in the enterprise.

If a judge is satisfied the economic realities of a situation are such that a worker is a true independent contractor, he or she is likely to decide the case accordingly. And the decision is unlikely to be overturned by a reviewing tribunal unless it is clearly at variance with established legal principles.

For this reason, it is generally not worthwhile for management to sit down and try to structure an artificial relationship with a worker using some formula derived from a reading of one or two isolated judicial or administrative decisions.

It is important, however, for management to consult periodically with local counsel about the possible legal ramifications of its arrangement with workers from the standpoint of labor relations, insurance coverage, worker's compensation laws, tax questions and other relevant subjects.

The contractual relationship is like a platform supported by columns made of factors that tend to show a worker's independence.... Take away too many of the factors and the platform collapses.

If management and counsel believe that it would be preferable for either an employment or contractor relationship to apply to a particular worker, it may be possible to adjust aspects of the relationship to increase the likelihood that a neutral tribunal would agree with management's position. But there is no way to ensure that this would be the outcome.

In dealing with independent contractor issues, management's business considerations must necessarily be co-equal with legal evaluations. For example, if management is concerned over the possibility of a union organizational attempt among its distribution personnel, it would seem logical that the workers should be dealt with on a contractual basis to avoid coverage under the federal labor relations laws.

On the other hand, management generally knows that a great deal of antitrust litigation between newspapers and their distributors arose during the 1970s as a result of attempts to terminate independent distributors when it became evident that this type of arrangement no longer was accomplishing management's circulation objectives.

Franchise regulations

As another example, the Federal Trade Commission recently issued franchise disclosure regulations which some newspaper attorneys think may apply to independent contractor arrangements involving circulation personnel in certain circumstances [**presstime**, October, page 14].

All such factors enter into a newspaper's analysis of employment relationships, and the complexity of the subject matter makes the assistance of local counsel a must.

ANPA may be of some assistance to management and its attorneys should they be faced with an independent contractor versus employee situation. Among other materials, the ANPA Labor and Personnel Relations Department maintains a current digest of more than 100 newspaper independent-contractor cases dating from 1938 to the present. □

OSHA budget going up in next fiscal year

A 13-percent increase for the Occupational Safety and Health Administration's fiscal 1981 budget has been proposed by the White House. OSHA plans enforcement efforts in the Oct. 1, 1980-Sept. 30, 1981 period which will result in 198,400 inspections covering nearly 10 million workers, an increase of 15,500 inspections over fiscal 1980. The budget increase is $25 million above the 1980 budget of $187 million and will be used partly to fund a number of new programs which OSHA plans to implement. □

OSHA rules on carcinogens could affect papers

The newspaper business could be substantially affected by the Occupational Safety and Health Administration's recently released regulations on potential carcinogens in the workplace.

The regulations call for engineering controls, personal-protective equipment, record-keeping, medical surveillance, warning signs and labels, workplace testing, training programs and stricter waste control [**presstime**, February, page 12].

ANPA legal and technical experts are closely analyzing the complex, new regulations.

The preamble to the regulations lists processes or chemicals (called "factors") which OSHA says may be "associated" with "increased" risks to workers. Included in this list was a broad category which OSHA refers to as "soot, tars and oils." Whether OSHA would seek to assert that any of the various oils used in inks are involved in this broad, category definition is unknown at this time.

Here are some examples of how OSHA might seek to implement these new regulations:

- If substances or chemicals used in a workplace were suspected risks, then OSHA might insist that engineering or workplace controls be instituted to reduce employee exposures to, or below, some OSHA-permissible exposure limits.
- If substances or chemicals were proved to be hazardous, then OSHA might not permit occupational exposure if suitable substitutes could be found.
- An employer might be held responsible for obtaining evidence that a "suitable substitute" cannot be found, or that engineering controls are not feasible.

OSHA's new regulations break down substances or chemicals into two categories.

Category I designates those substances or chemicals that OSHA says have been proven to cause cancer in humans; or that OSHA says have been shown to cause tumors in two animal studies; or that OSHA feels have been proven to cause cancer in animals in a single test with supportive evidence from either literature or tests on bacteria, yeast or other cell cultures.

Category II designates those substances or chemicals suspected by OSHA of causing cancer in humans, or those substances or chemicals in which one animal test or supportive data casts the suspicion of cancer, or a chemical which is generically related to a compound that has been proven to be carcinogenic.

OSHA will create a list of "candidates" for both categories based on tests in which laboratory animals receive doses (as high as possible without being fatal) of a substance by ingestion, skin exposure, etc.

Any tested substance which OSHA decides is carcinogenic will be viewed as a "candidate" for Category I, and OSHA will then maintain that any exposure reduction toward an optimum of zero exposure will reduce the risk of cancer in humans.

The new regulations recognize engineering and/or work practice controls as the primary method for reducing and maintaining employee exposures to or below permissible limits.

OSHA estimates that it will release a list of substances in approximately three months, and that every six months thereafter, it will prepare a priority list of 10 "candidates" for each category. Permissible limits of exposure for these substances or chemicals then will be considered on an individual basis.

The new regulations, as with other OSHA regulations, recognize engineering and/or work practice controls as the primary method for reducing and maintaining employee exposures to or below permissible limits. Such controls might be required by OSHA even "if they will not be sufficient to reduce exposures to or below the permissible exposure limits," the regulations state.

When substances or chemicals exceed permissible limits, OSHA may require an employer to institute a respiratory protection program, including the use of properly fitted respirators provided at no cost to the employee.

Protective clothing and equipment and hygiene facilities also might have to be provided by an employer, if eye or skin contact were made with a substance listed as hazardous, or if employees were exposed to specific airborne concentrations.

A medical surveillance program might have to be instituted by an employer for initial and periodic examinations of employees performed by or under the supervision of a licensed physician; complete records of an employee's work and medical history might have to be kept by the employer for each person exposed.

The new OSHA regulations further state that an employee information and training program should be instituted by an employer, and that the employer "shall require their participation in the training program."

Employers might be required to "establish and maintain an accurate record of all monitoring," maintaining these records for the duration of employment plus a specified (but as yet undetermined) number of years.

A written plan would have to be developed by an employer for emergency situations for each workplace in which a particular substance or chemical might be present. Alarms could be required where there is a possibility of employee exposure to a substance.

Finally, no waste material containing the specific substance or chemical will be permitted in the workplace, "to the extent practicable."

Several industries and industrial associations have objected to the new regulations as being ambiguous, unclear, overly broad and beyond reasonable or necessary implementation. Court challenges are probable.

ANPA's Legal Department, Research Institute and Labor and Personnel Relations Department are studying these new regulations as they may or may not affect newspapers. Further analyses will be carried in **presstime.** □

NIOSH VDT study results due April 11

April 11 is the target date for release of a major study by the National Institute for Occupational Safety and Health on possible health risks associated with the use of video display terminals.

On-the-job studies were completed in January at the San Francisco Chronicle and Examiner, The Tribune in Oakland, Calif., and the Blue Shield office in that area [**presstime,** January, page 51].

NIOSH, the scientific support agency for the Occupational Safety and Health Administration, focused its study on ergonomics (defined by NIOSH as the study of workers' interaction with their workplace), radiation and industrial hygiene (air contaminants). Also, employees were asked to complete a questionnaire concerning their jobs, health and workplace environment. □

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about federal transportation regulations which may affect newspapers' shipments of newsprint and equipment.)

The Interstate Commerce Commission Feb. 22 extended the directed-service takeover of the **Chicago, Rock Island & Pacific Railroad** until March 23. ICC Chairman Darius Gaskins said the extension would give Congress time to devise a plan to give Rock Island workers labor protection and thus avoid the need for "rescue" legislation that would extend directed-service for any lengthy period [**presstime,** February, page 14].

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The ICC has recommended that the **Chicago, Milwaukee, St. Paul & Pacific Railroad** be permitted to abandon all of its track west of Miles City, Mont., but keep trackage rights between Billings, Mont., and Miles City. The commission's advice was submitted to a federal bankruptcy judge who is considering several proposals for the line's reorganization. Federal subsidies that have been supporting the road were scheduled to end March 1.

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In a related development, the trustee of the **Milwaukee Road** on Feb. 1 sent the ICC a revision of his Aug. 10, 1979, reorganization plan. The revised plan contemplates a reorganization proceeding extending through Dec. 31, 1984. Also submitting a revised reorganization plan was New Milwaukee Lines, a group of Milwaukee Road employees and shippers whose initial plan was rejected by the ICC [**presstime,** February, page 14]. Meanwhile, the federal judge overseeing the bankruptcy has approved a request of the Milwaukee Road trustee for $65.2 million under the 4-R Act, paving the way for rehabilitation work on track, locomotives, freight cars and repair shop facilities in the potentially profitable core portion of the railroad. Seventeen offers for 77 percent of the railroad's current mileage and 96 percent of its current traffic load have been received in the first wave of bids.

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The nation's railroads on Feb. 1 asked the ICC to grant a **4-percent freight-rate** increase, effective April 1 [**presstime,** February, page 14]. The proposal is the first in what is expected to be a series of nationwide increases railroads will seek this year to bolster revenues. The industry called its request the "floor of the carriers' 1980 revenue-need program," representing the minimum contribution expected from every commodity. Railroads said their proposed increase still would cause them to fall short of full cost recovery by $64 million.

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An emergency, 2-percent **general rate increase** requested by western railroads was approved by the ICC to take effect between Feb. 27 and Feb. 29. The 2-percent increase applies within the West and between points in the West and border points in the East and South. The railroads said that the increase was needed to offset higher labor costs. □

Bill would bar using press as agents' 'cover'

The Senate Select Committee on Intelligence opened hearings Feb. 21 on legislation that would prohibit intelligence agents from assuming roles as journalists as a "cover."

It also would prohibit planting stories to influence domestic public opinion unless "the involvement of the government is acknowledged" and would exempt almost all CIA files from disclosure under the Freedom of Information Act.

These are among provisions of the National Intelligence Act of 1980 (S 2284), introduced Feb. 8 by Sen. Walter D. Huddleston (Ky.), chairman of the Subcommittee on Charters and Guidelines, and other members of the committee.

The bill establishes legislative "charters" for intelligence-gathering activities of the CIA, the FBI, the National Security Agency and other federal agencies. While the proposal represents consensus on most issues between members of the Senate Intelligence Committee and the Carter administration, some areas of disagreement remain.

One concerns the use of journalists, clergy and academics as paid intelligence gatherers, a practice which committee members want to restrain, according to committee staff. □

Senate hearings slated on police search bill

The Senate Judiciary Committee is scheduled to hold hearings March 18 and 21 on a bill which would overturn a Supreme Court decision giving police broad authority to conduct surprise searches of newsrooms.

Introduced by Constitution Subcommittee Chairman Birch Bayh (Ind.), S 1790 originally offered protection for the press, for professionals such as doctors and lawyers and for all innocent third parties. However, the version of the bill reported out of Bayh's subcommittee would only protect the press and others involved in First Amendment activities. □

Court hears arguments in *Richmond* case

By C. David Rambo
presstime staff writer

A Virginia judge's closure of a murder trial was improper because an open trial posed no risk of unfairness to the defendant, an attorney for Richmond Newspapers Inc. has argued before the U.S. Supreme Court.

Laurence H. Tribe, a Harvard Law School professor, told the court that closure to the press and public—even when a defendant waives his Sixth Amendment right to a public trial—is warranted only when there is "some compelling need that could be served only by the closing . . ." He argued that no such need existed in the September 1978 murder trial closed in its entirety by the Hanover County, Va., circuit court.

The closure was upheld last year by the Virginia Supreme Court, which cited the U.S. Supreme Court's decision handed down one week earlier in *Gannett v. DePasquale* [**presstime**, February, page 15]. Tribe called the Virginia high court's decision "baffling" because, he said, *Gannett* applied only to pretrial hearings.

ANPA and other press groups hope the case, *Richmond Newspapers Inc. v. Commonwealth of Virginia*, will prompt clarification of the *Gannett* ruling, which many see as ambiguous and confusing.

Tribe also argued that the Virginia statute which the circuit court judge cited in closing the trial violates the public's Sixth, First and 14th Amendment rights.

But he was interrupted by Justice Potter Stewart, who said the Sixth Amendment issue "was disposed of in the *Gannett* case, was it not?" Stewart said the Sixth Amendment applies only to the accused. (He similarly stated in his *Gannett* majority opinion that the public and press have no enforceable Sixth Amendment right to attend or to compel an open criminal proceeding.)

"I guess that's the central issue of this case," Tribe offered. "How do you characterize it when the defendant waives (his right to public trial)? We would characterize it as still public."

Virginia Attorney General J. Marshall Coleman argued that Tribe's contention "ignores the person at whom the Bill of Rights is aimed: John Paul Stevenson," the defendant. He also said the Sixth Amendment "is one that is personal to the accused."

Coleman said in response to questions from the justices that the public has no right to attend a trial when the defendant, the prosecutor and the judge agree on closure.

"This court should articulate that . . . criminal trials are to be open," Tribe told the court. "The First Amendment really ought to be vindicated somehow."

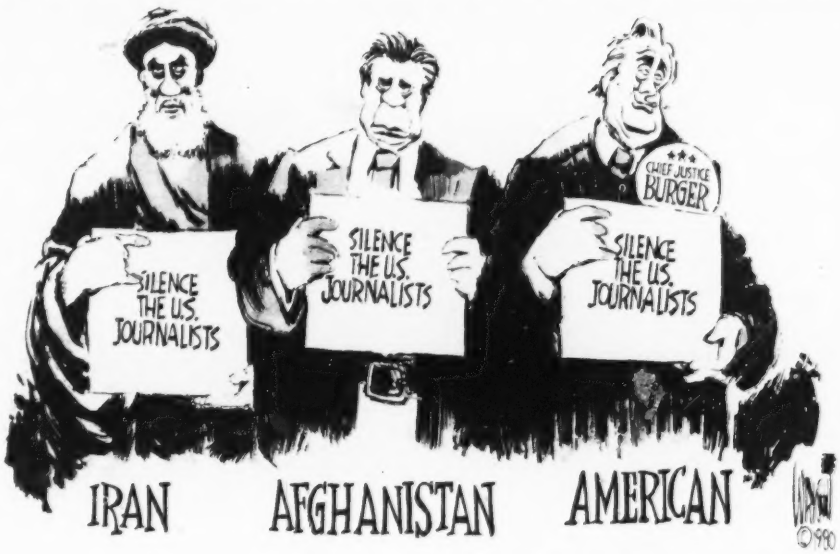
The Feb. 19 arguments lasted 10 minutes longer than the allotted one hour, something very unusual in the court of Chief Justice Warren Burger, court observers noted. Extra time was needed to respond to an unusually large number of questions from all justices except Justice Brennan.

All justices were present except Lewis F. Powell Jr., a former Richmond attorney.

A court spokesman said there was "no explanation" for his absence, and court observers speculated that Powell might not participate in the case.

Powell concurred with the majority in *Gannett* but said in a separate opinion that reporters in the case had an interest in attending the pretrial hearing in question. He added the press and public must be given an opportunity "to be heard on the question of their exclusion."

The defendant in Hanover County, Stevenson, was taken to trial on the murder charge four times. Mistrials resulted in the first three proceedings and an acquittal in the fourth, the one at issue in this appeal. □



Don Wright, The Miami News. Reprinted by permission.

Box score after Gannett: *185 closure attempts, 93 of them successful*

There have been at least 185 attempts to close criminal justice proceedings since the U.S. Supreme Court's July 2 *Gannett v. DePasquale* decision; 93 of the attempts succeeded.

The tally is kept by the Reporters Committee for Freedom of the Press in cooperation with ANPA and nine other media-related organizations. The latest report notes that judges are closing not only pretrial proceedings, but also pre-indictment, trial and post-trial proceedings [**presstime**, February, page 9].

Court upholds plan on union seniority

In a 4-3 decision, the U.S. Supreme Court has upheld a union seniority system which a black worker had challenged as discriminatory.

The case grew out of a contract between the Teamsters union and the California Brewers Association which gave job security and certain other benefits to permanent employees—defined as those who worked at least 45 weeks in a calendar year [**presstime,** November, page 29].

The black worker charged that the system had, in effect, created a permanent work force of white employees because it was impossible for any temporary employee to work 45 weeks in a single year. The worker was still on temporary status despite six years' experience.

The Civil Rights Act of 1964 contains an exemption for "bona fide" seniority systems, and the question before the court was whether the system was bona fide.

In *California Brewers Association v. Bryant*, the court ruled Feb. 20 that the contract's seniority provisions—first negotiated more than 20 years ago—were legitimate. However, if the temporary workers can prove before a lower court that the seniority system was the result of an intention to discriminate because of race, they may still prevail. The case was remanded to the 9th U.S. Circuit Court of Appeals for further proceedings "consistent with this opinion." □

Trial set on delivery plan

A July 21 trial date has been set for *Paschall v. The Kansas City (Mo.) Star Company*, in which 260 independent contract carriers claim that a plan to change the Star's independent-contractor sales and delivery system to a delivery-agent system will violate antitrust laws and hurt their business.

The trial, in U.S. District Court in Missouri, will examine whether contractors have been threatened with loss or damage as spelled out in monopoly provisions of the Sherman Antitrust Act. Also to be addressed is a suitable remedy in case a threat of loss is found. □

Court briefs

The U.S. Supreme Court has refused to hear *Nader v. de Toledano*, in which Washington-based columnist Ralph de Toledano asked the court to bar a $1 million **libel suit** filed against him by consumer advocate Ralph Nader.

De Toledano wanted the court to clarify whether proof of actual malice in a public figure libel case—as outlined in the 1964 *New York Times v. Sullivan* ruling—is a judge's question or a jury question.

The Supreme Court last June expressed reservations about the widespread practice of judges' dismissing cases after determining insufficient proof of actual malice.

Nader attorney Ronald G. Precup said he has no reason to believe Nader will not pursue the case. Nader's case stemmed from a January 1975 de Toledano column. Nader filed suit against the columnist and Copley Newspapers, which syndicates the column; he lost but appealed to the U.S. Court of Appeals, District of Columbia Circuit. That court also said Nader had no case against Copley Newspapers. However, it did clear the way for a suit against de Toledano.

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The 5th U.S. Circuit Court of Appeals recently ruled that the Associated Press could not be held liable for **defamation or invasion of privacy** because of its reporting of a consent agreement in an unfair-trade-practices case between beef retailers and the state of Washington.

Corporations engaged in beef retailing had entered into the agreement to settle charges that the retailers had engaged in unfair methods of competition and unfair and deceptive practices in violation of Washington law. The agreement provided that the companies would restore all money obtained by deception either by settling consumers' claims or by referring unsettled or contested claims to neutral appointed third parties.

An AP reporter learned from the Washington attorney general's office that known claims averaged $500, and that the retailers would be required to mail letters to 1,400 consumers advising them of their right to press claims. The reporter multiplied 1,400 by $500 and wrote that the retailers' liability could total $700,000.

The appeals court dismissed the retailers' suit for libel and invasion of privacy, explaining that the report was a "substantially accurate" account of the Washington agreement and thus not defamatory. The court also found that the story concerned a newsworthy event and therefore could not be the basis of an invasion-of-privacy claim.

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An undercover narcotics police officer did not suffer **emotional distress** when the now defunct Ann Arbor (Mich.) Sun published pictures of him because reporters who took the photographs did not engage in "extreme and outrageous" conduct, the 6th U.S. Circuit Court of Appeals ruled.

The officer, Michigan State Policeman William Burns, in June 1973 was on his way to a court hearing in Chelsea, Mich., when reporters Linda Ross and Mary Wreford photographed him. A scuffle broke out; the reporters later charged Burns with assault and battery, false imprisonment, intentional infliction of emotional distress and civil rights violations; Burns counter-sued, claiming the reporters' use of the photographs amounted to invasion of privacy and intentional infliction of emotional distress.

A trial jury found the reporters' claims unwarranted; but it said the officer did sustain emotional distress, and it ordered Ross to pay Burns $40,000 in damages. The appellate court, in overturning that decision, said lower court testimony did not show the reporters acted with "extreme and outrageous" conduct, a necessary element for proving infliction of emotional distress as outlined in Michigan law.

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U.S. Supreme Court Chief Justice Warren E. Burger ruled that Michigan publisher **John P. McGoff** could continue to delay submitting documents subpoenaed in a Securities and Exchange Commission probe. Burger ordered federal authorities to respond to McGoff's request that he not be required to comply with the SEC subpoenas until his challenge of their scope is exhausted.

McGoff had been given a previous extension by a federal appeals court [**presstime**, February, page 51]. □

Fla. law favoring dailies likely to be repealed

A new Florida law specifying that delinquent property tax notices can be published only in daily newspapers—not in weeklies—probably will be reversed or amended this spring because of vehement opposition, according to its author.

At stake are the voluminous tax notices that by Florida law must be advertised in newspapers four times annually.

"The idea's gone down the tubes, like a lot of good ideas," Florida House Majority Leader Sam Bell, sponsor of the bill, told **presstime**. He expects the law will be "undone by the April-May legislative session.

"I never intended to exclude a weekly that is a legitimate paper," Bell explained. "But some weeklies are just legal rags that put in a sprinkling of news to qualify them as newspapers. (They) aren't papers that would generally be read by the people we're trying to help."

"The weeklies were on Bell's back for about six weeks after the bill was law," said Florida Press Association Executive Director Reg Ivory.

Ivory said the association "has a bill pre-filed—signed by all sorts of House and Senate members—to change the law back in time for publication of the 1980 tax lists."

In the midst of the furor, it was noted that the new law could benefit the News-Journal Corp. of Daytona Beach, a client of Bell's law firm.

But Ivory and Bell both contend the lawyer-client relationship was not at issue. And a News-Journal official said the bill was passed without his newspaper's knowledge that it was up for vote. □

Victim data debated in Calif.

California publishers are gearing up to battle a state bill which would prohibit law enforcement agencies from releasing the names, addresses and telephone numbers of crime victims.

The proposed bill would permit the release of the information to newspapers and the public only with the written consent of the victims. In the case of a deceased victim, permission of the spouse or nearest adult relative would be required.

The bill further provides that a court may exclude evidence of the name, address or phone number of the victim from criminal proceedings.

Assemblyman Lawrence Kapiloff of San Diego, who introduced the legislation, acknowledged that he "understood" newspaper concerns, but he added that "some members of the press have been less than responsible" in reporting crime news.

"I'm very serious about this bill," Kapiloff said. "There are more and more people who are reluctant to report crimes because to do so opens them up to public view." A Kapiloff aide said that crime victims or witnesses are sometimes harassed when their names are publicized.

The California Newspaper Publishers Association is opposing the bill. CNPA Government Affairs Administrative Assistant William Siemer said that the bill not only would "virtually close down news reporting, it would also close down the ability of anybody to find out from law enforcement agencies if anything happened to a relative."

Newspapers throughout the state have run editorials attacking the bill.

"It's another piece of legislation making it impossible for newspapers to perform their function," said Sacramento Bee Editor Frank McCulloch.

"The bill is just silly," charged Philip Kerby, editorial writer for the Los Angeles Times. "It's just another effort to keep people away from the administration of criminal justice."

Siemer said he felt Kapiloff may find the necessary support to get the measure through the California Legislature. "This bill's turning out to be a very serious threat," he said. □

Pennsylvania weekly runs nuclear story

A Dauphin County, Pa., judge refused to stop publication of newspaper stories detailing alleged lax security at the Three Mile Island Nuclear Power Plant.

"The press must be left free to report the news without prior restraint," Judge John C. Dowling said. "I think the plaintiff's rights are far from clear. In fact, they are entirely eclipsed by the First Amendment."

The articles were written by a reporter for The Guide, a Harrisburg, Pa., weekly with circulation of 117,000, who had secured a job as a TMI guard.

An attorney for Metropolitan Edison Co. had argued that the First Amendment is not absolute and that prior restraint was justified in this instance because of a serious threat to national security.

TMI officials claimed that disclosure of protective measures taken at the plant could lead to sabotage by terrorists. □

Ohio court reverses conviction for libel

The Ohio Court of Appeals has reversed a lower court's libel conviction against the Mansfield Journal Co. which had published a factually incorrect editorial about actions of a private detective who also was an elected city councilman.

The appeals court found that the editorial writer did not know the information was false and did not act with malice or disregard of truth. Based on precedent set in *New York Times v. Sullivan* for public officials and libel, the editorial was judged not libelous.

Specifically, the 1975 editorial in question had claimed that Jerry Dupler, the city councilman, was not in compliance with state law requiring private detectives to register with local law enforcement authorities 12 hours *before* entering a locale to work; in fact, the law requires registration *within 12 hours of arrival*, not 12 hours before. □

Georgia newspapers upheld in public records challenges

The Georgia Supreme Court has upheld efforts of two Georgia newspapers to obtain records kept by public institutions.

In the first case, Managing Editor Edward M. Sears Jr. of The Atlanta Constitution had been barred by a lower court from inspecting Atlanta Housing Authority rental records except those for tenants whose accounts were at least six months in arrears.

However, the Supreme Court said Sears can inspect records of *all* delinquent accounts because tenants waive whatever privacy rights they may have with respect to rental accounts when they get behind in their payments.

Sears said he needed the records to determine if some tenants had received special favors, if there were ties between tenants and public officials and if a pattern of favoritism existed between some tenants and housing management.

The second case involved a reporter for the weekly Athens Observer who was denied the right to see an unedited version of a report evaluating the University of Georgia's mathematical science program.

The lower court had refused to order release of the full report because it included personnel evaluations.

But the Supreme Court ruled that the report should be made available because the reporter's was a "legitimate inquiry into the operation of a government and those employed by it." □

Jury selection closure overturned in Montana

The Montana Supreme Court has reversed a county court judge's order that the press and public not witness jury selection in a rape, robbery and murder trial.

The Great Falls (Mont.) Tribune had challenged the order after its reporter, Paula Wilmot, was barred from the proceedings.

Judge William Coder had excluded the press and public in deference to what he said was the defendant's constitutional guarantee of a fair and impartial jury. Coder also claimed that the Tribune had sensationally and inaccurately reported on the case.

Tribune Editor William D. James said his newspaper does not routinely cover jury selections in detail. But it fought Coder's ruling he said, "as a matter of principle." □

Ohio legislature ponders crackdown on utilities' ads

The Ohio House of Representatives has passed a bill which would make that state's electric and natural gas utilities pay for promotional advertising with stockholder funds rather than pass the cost to consumers.

But the bill's future remains in doubt because the Ohio Senate last year passed a stricter bill which the House ignored, and some observers believe the Senate may in turn disregard the House-passed legislation.

"This has never happened before—that both branches of the legislature have passed separate bills on the same thing," said Ohio Newspaper Association's William Oertel. "Our hope is that the whole issue will stay in limbo and die.

"... if this bill is passed," he added, "it could lead to every publicly owned business that is government-regulated—and which ones aren't today?—being subject to this kind of government regulation and interference."

The Ohio Association is urging "everyone to just sit tight and let the (U.S.) Supreme Court decide the issue," Oertel said.

The U.S. Supreme Court has agreed to decide a case that questions whether states may prohibit utilities from promoting electricity use through advertising [**presstime**, January, page 15].

Some Ohio legislators contend that the case is not relevant because neither Ohio bill seeks to *prohibit* promotional advertising by utilities. □

Many newspapers' ID forms wrong; requirements listed

Many newspapers are printing their U.S. Postal Service-required identification statements in the wrong format and using too-small type sizes, postal authorities noted at the Feb. 12-13 meeting of the Mailers Technical Advisory Committee.

USPS regulations require statements to be printed on one of the first five pages or in the masthead of the editorial page "in type no smaller than can be easily read." They must list:

- The name of the publication and publication number
- Date of issue unless printed on the front page
- Frequency of issue
- Issue number
- Subscription price
- Name and address of office of publication
- Second-class imprint
- Mailing address for change-of-address orders.

At the meeting, postal representatives also urged publishers to contact either local or regional postmasters to obtain needed USPS-provided mail equipment such as pallets, mail sacks and hampers.

All second-class mailers were asked to use brightly colored plastic strapping to tie and bundle newspapers. □

ANPA blasts USPS plan to end 'red tag' service

The U.S. Postal Service's proposed termination of historic "red-tag" newspaper expediting service and a resulting surcharge "would have a severe impact on a newspaper's ability to serve its readers," ANPA and the National Newspaper Association have testified.

In final arguments Feb. 8 before the Postal Rate Commission on the newspaper treatment case [**presstime**, December, page 18], ANPA and NNA also cited a lack of sufficient data to justify eliminating the service.

USPS traditionally has provided "free" expedited handling of daily newspapers mailed second class. Projections of what newspapers would pay to keep the service range as high as 2 cents per copy. □

Caribbean-Central American press

By Kathleen Hunt Baird
presstime special writer

In charting a course to deflect domestic unrest over economic and other problems in the Caribbean-Central American region, governments in Jamaica, Grenada, Haiti, Guyana, El Salvador, Nicaragua and Mexico have moved to submerge press freedoms. Newspapers in the area also have been the target of attacks by extremists on the left and the right.

Prime Minister Michael Manley of **Jamaica**, blaming international economic forces and domestic political opposition for the deteriorating economic situation, has attacked the island's leading newspaper, The Daily Gleaner, in an effort to find a scapegoat for his political problems, according to Gleaner Editor Hector Wynter. Observers expect the tension to intensify as Manley fights to buoy his position prior to Jamaica's national elections in October.

The Gleaner, a right-of-center, 50,000-circulation paper popular among the country's business sector, has criticized the left-leaning Manley since his election in 1972. The Gleaner and its sister newspaper, the Star, have been Jamaica's only independent voices since 1978, when the government acquired The Daily News, a private-sector, pro-government newspaper. Earlier, the government had taken control of the island's two radio stations and only television station.

Wynter and Oliver F. Clarke, the Gleaner's managing director, visited ANPA executive offices in Reston, Va., during a recent trip to brief members of the North American press on what Clarke termed an "extremely delicate" situation.

Wynter said the Jamaican government is trying "to destroy the credibility of The Daily Gleaner to such an extent that either the newspaper wouldn't matter or the directors would say, 'Get new management.' "

A handful of free-press advocates in the government and Jamaican and Western public opinion provide the basis for the Gleaner's continued independence, he said, explaining, "As long as Jamaica is (economically) dependent on North America, it is sensitive to criticism, especially by the North American press."

Members of Manley's People's National Party have filed lawsuits against the newspaper, threatened mob action, placed resolutions before Parliament condemning the Gleaner, curtailed official advertising, urged boycotts of the newspaper, temporarily reduced newsprint allocations and distributed anti-Gleaner flyers declaring "Freedom of the press yes—but no more lies!"

Last September, the Cuban ambassador to Jamaica denounced the Gleaner, and the newspaper responded by calling for the ambassador to be declared *persona non grata*. This sparked a demonstration by Manley and his supporters in front of the Gleaner's offices. In an October meeting with the Gleaner's Board of Directors, the party accused the newspaper of lying, partisan reporting, violating libel laws and character assassination.

To date, the Gleaner remains free of censorship but fearful for its newsprint supply situation. Importing practically all its publishing necessities, the newspaper has been hurt by a monetary crisis in Jamaica. Because of the crisis, the government has declared that Jamaicans can import goods only if they obtain long-term credit from overseas suppliers.

Gleaner's Clarke (right) and ANPA's Jerry Friedheim discuss threats to press.

At press time, Gleaner management was meeting with suppliers in North America to try to work out suitable arrangements. If this effort fails, the newspaper will have to develop other options, perhaps publishing in Miami and flying in editions, or seeking newsprint donations, Wynter said.

In the interim, because of the devaluation of the Jamaican dollar, the Gleaner is saving its foreign currency. On Feb. 18 the newspaper also reduced its minimum size from 14 to 12 pages, after having reduced it from 16 pages in January. In addition, it has raised circulation prices, put a ceiling on the number of pictures taken by staff photographers and decided to cut back on syndicated features.

In nearby **Grenada**—the only nation outside of the Soviet bloc to vote with the U.S.S.R. on the UN resolution Jan. 14 concerning foreign troops in Afghanistan—the government has closed a newspaper for violating a law originally directed at another newspaper which it had shut down five months earlier.

On Feb. 11—one day after it appeared—the government ordered the Catholic Focus newspaper closed until at least March 13, when the government is expected to release a policy statement about the operation of the media in Grenada. The newspaper was owned and published by the Roman Catholic Church.

In October, the government had closed the Torchlight and announced that the 5,000-circulation, thrice-weekly newspaper would be reopened with government-selected editors.

ANPA, the Inter American Press Association and the World Press Freedom Committee protested the action.

The government then passed a law limiting individual shareholding in the newspaper to 4 percent and banning all foreign shareholding. Currently, negotiations between the government and four of the Torchlight's majority shareholders, two of

threatened

whom are not Grenadan, are stymied.

In mid-January, Grenada's government also filed a libel suit against the daily Trinidad Guardian for what it called "outrageous and malicious lies" about Cuban training of Trinidad citizens in Grenada.

In **Haiti**, a law was adopted last fall requiring journalists to be approved by the government-affiliated journalists' association before they can practice their craft.

Under the law, which is in force but has yet to be applied, journalists can be imprisoned for up to three years and fined $1,000 for disagreeing with the government or for insulting President-for-Life Jean-Claude Duvalier or his mother.

The law also bans foreign publications deemed "subversive or against good manners." A spokesman for the Embassy of Haiti in Washington said a government-appointed committee would make "appropriate changes in one or two or three months" to liberalize the law.

In South America, the government of **Guyana** cut off newsprint supplies to The Mirror, the nation's only non-government newspaper, and refused to allow the weekly to import newsprint which other newspapers had donated as an expression of solidarity. Struggling to survive, The Mirror has cut its circulation in half, increased its price, decreased its size and resorted to printing on other kinds of paper.

In violence-torn Central America, attacks on the 20,000-circulation La Cronica del Pueblo in **El Salvador** are continuing in the aftermath of a coup which ousted President Carlos Humberto Romero last Oct. 15.

Publisher José Napoleón González—himself the target of numerous death threats and several attempted bombings—recounted a turbulent history of government pressure and right-wing violence against the 16-page tabloid. González was in the United States in mid-February seeking support for the weekly he founded in 1968.

Most recently, the newspaper—machine-gunned and fire-bombed in the past—was threatened with another bombing if it refused to stop publishing articles critical of the government by Feb. 15. The deadline passed without a bombing.

Two other El Salvador dailies also have been under attack by extremists. In November, a bomb exploded in the home of Enrique Altamirano, publisher of El Diario de Hoy, after an earlier bomb seriously damaged the newspaper's newsroom. Another bomb destroyed the facade of the building housing La Prensa Grafica.

In **Nicaragua,** the junta closed the left-leaning daily El Pueblo and on Feb. 11 sentenced the publisher-owner, the managing editor and two reporters to two years' imprisonment for publishing what the junta called "counterrevolutionary articles."

The convictions were under a law, enacted last September, which prohibits the dissemination of "proclamations or manifestos that injure the interests and conquests of the people."

Further north, reports about corruption in the province of Baja California, **Mexico,** prompted the Mexican government to move not only against the publisher of ABC, a Tijuana daily, but also against two reporters of The San Diego Union.

The reporters discovered that someone paid a Los Angeles private detective $4,000 to try to put a stop to their articles. And in mid-February, a Mexican official called the Union's editor in an attempt to persuade him not to run them.

ABC Publisher Jesus Blancornelas also was attacked editorially in government-controlled papers, and in the fall a mob evicted him and his staff from their offices while police reportedly looked on. □

Olympics' publications woes began early

Distribution of foreign publications at the Olympic Games proved to be a problem six months earlier than expected.

As **presstime** reported in February (page 18), the Soviet Union has decided to restrict the availability of Western publications at the Summer Games (or their remnants) in Moscow.

However, there turned out to be a distribution problem of a different sort during the Winter Games in Lake Placid, N.Y.

According to Charles Treves, a foreign-publications distributor in New York City, the Olympic Organizing Committee failed to return a contract covering delivery costs for some foreign publications, which effectively blocked their shipment to Lake Placid.

However, he and a Saranac Lake, N.Y., bookstore owner teamed up to bus the daily load of 100 to 300 pounds of newspapers and periodicals to the village. □

ANPA plans 20 seminars for second half of '80

ANPA and ANPA Research Institute will sponsor 20 training sessions during the last six months of 1980.

ANPA will be distributing individual brochures containing registration forms and other information for each of the Association's seminars, workshops and conferences, *except* the ANPA/RI "hands-on" training seminars. ANPA/RI will be sending out a single flyer covering registration and other aspects of all of its "hands-on" training sessions.

ANPA seminars, conferences and workshops

Newspaper Executives Marketing Seminar Aug. 24-30
Scottsdale, Ariz.

Introduces and examines newspaper marketing concepts; designed for top-level decision makers in general management, editorial, advertising, circulation, promotion and research; emphasis on concepts of product/market strategy, entering new markets, positioning, serving markets effectively and competitive strategies; cosponsored by the International Newspaper Promotion Association. Instructors from Harvard Business School employ case study methods using a number of actual newspaper cases. Registration fee: $1,300 (including lodging and all meals).

Labor Negotiators Seminar Sept. 10-12
Boston

Examines the latest technical changes, legislative activity and judicial decisions regarding labor negotiations; designed for both the relative newcomer and veteran employees. Experienced newspaper executives discuss preparation for negotiations, legal aspects of bargaining, pressroom manning developments, wages and fringe benefits, and recent court and National Labor Relations Board decisions. Other topics include technological development patterns resulting in elimination of jurisdiction, inter-union relationships and changes in union rules and regulations. Registration fee: $200.

Circulation Managers Workshop Sept. 15-17
Chicago

Develops "people management" skills of circulation managers above the district manager/carrier supervisor level. Instructors from the Human Resources Center of the University of Chicago focus on leadership, communication, problem-solving and motivation. Cosponsored by the International Circulation Managers Association, the Newspaper Personnel Relations Association and International Newspaper Promotion Association. Registration fee: $300.

Conference for Young Newspaper Men and Women Sept. 21-24
Washington

Reviews all aspects and departments of the newspaper; stimulates interest in the entire newspaper operation and awareness of the interdependence of each department; designed for newspaper people under 36 years of age, both newcomers to the business and experienced professionals. Top newspaper executives discuss the role and relationship of all newspaper departments. Registration fee: $500.

Personnel Practices, Procedures and Policies Workshop Sept. 28-Oct. 1
Chicago

Reviews current developments regarding EEOC and affirmative action, employee benefits, labor relations, laws affecting personnel, pay policies, performance reviews, personnel records, etc. Discussion sessions led by newspaper executives focus on the needs of newly appointed and experienced newspaper personnel managers and general newspaper managers with personnel responsibilities. Cosponsored by the Newspaper Personnel Relations Association.

Key Executive Seminar Oct. 12-16
Houston

Reviews management techniques for top newspaper executives who want a framework for analyzing managerial responsibilities; designed for those who set the management climate of their newspapers; provides an opportunity to polish general management principles and to work on selected management skills. Instructors from the Human Resources Center of the University of Chicago cover management behavior, decision-making, management styles, problem-solving processes, motivation, frustration and organizational forms. Registration fee: $500.

Strategic Planning Seminar Oct. 26-31
Houston

Develops the concepts introduced in the Newspaper Executives Marketing Seminar; focuses on the need for strategic planning, awareness of environmental factors, strategic planning

ANPA seminars are held at locations from coast to coast.

techniques and formats, and the development and evaluation of newspaper strategic plans; especially developed for newspaper executives who have completed the marketing seminar. This seminar also uses the Harvard case study method and is co-sponsored by INPA. Registration fee: $875 (including lodging and all meals).

Management Development Workshop Oct. 27-31
Philadelphia

Develops the professional management skills of mid-level newspaper managers, new and experienced, from all newspaper departments. Instructors from the Human Resources Center of the University of Chicago lead sessions including role-play exercises and small work groups which examine leadership, communication, decision-making, questioning and listening techniques, motivation, problem-solving, training and coaching subordinates. Registration fee: $400.

Labor Negotiators Seminar Nov. 2-5
West Coast
Site to be determined

See description (Sept. 10-12), preceding page.

For more information about the above seminars, workshops and conferences, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, (703) 620-9500.

ANPA Research Institute "hands-on" seminars

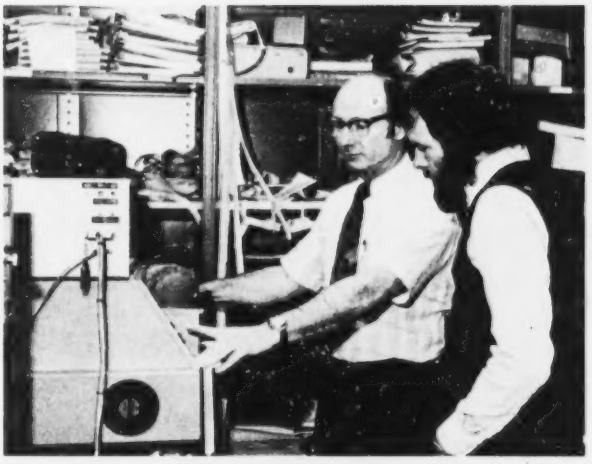
All seminars are led by ANPA/RI personnel and held at the ANPA Research Institute in Easton, Pa. Registration fee for all ANPA/RI seminars: $375.

Direct Screen Color Separation Seminar July 7-11
Sept. 22-26

Aids in printing high quality ROP process color for both editorial and advertising departments. Covers evaluation of color originals and establishing reproduction standards, theory of color and masking in newspaper printing, preparation of color correction masks, instruments and controls for predictable quality, operation of direct screen color equipment and proofing of color by color key and direct printing methods, camera room and darkroom safety procedures, chemical handling and prevention of dermatitis, ventilation problems and safety of high intensity lights. The color separation process used in this seminar was developed at ANPA/RI and utilizes Berkey color equipment and the LogE film processor.

Basic Offset Press and Plate Seminar July 21-25
Aug. 18-22
Oct. 6-10
Nov. 17-21

Covers the operation and adjustment of an offset press and also how to convert to offset; topics include components of the offset press unit, precise adjustment of all systems, the pin-register system for both page and color registration, preparation of plates using the wipe-on system of platemaking, operation of the offset press with black and white and color printing, evaluation of print quality and possible solutions to problems, care and maintenance of the offset press, press safety from an operating standpoint; noise measurement, hearing conservation and protectors, and audiometric testing programs.



Research Institute training provides "hands-on" opportunities.

Management Introduction to New Technology Aug. 4-8
Oct. 20-24
Dec. 1-5

Introduces management personnel to new composition and editing systems with hands-on operation of modern electronic copy processing and phototypesetting equipment. Covers phototypesetting techniques, OCR copy generation, editing and copy corrections on VDTs, advertising markup and paste-up, camera operation for screened prints, full page paste-up techniques, making full-page line negatives of page paste-ups for photopolymer and offset plates, stripping negatives using the pin-register system, offset and photopolymer platemaking, and safety procedures in the office environment such as electrical grounding, solvent handling, storage of film and paste-up chemicals, and VDT usage.

Camera Techniques Seminar Sept. 8-12
Oct. 27-31

Covers the complete operation of the camera processes for offset or direct printing, including line negatives and film halftones; screened prints (diffusion transfer method), film processing (tray and automatic), basic copy preparation; densitometer and exposure control devices, evaluation and control of copy; camera room and darkroom safety procedures; chemical handling and the prevention of dermatitis; ventilation problems; and safety and high intensity lights.

For more information about ANPA/RI "hands-on" training seminars, contact Arthur Boudreau, training administrator, ANPA/RI, Easton, Pa., (215) 253-6155. □

ANPA's Tom Fichter: Convention fine tuner

By Margaret Genovese
presstime staff writer

Besides having more titles than can conveniently fit on one line of his business card, Thomas C. Fichter, ANPA's vice president/comptroller and assistant general manager, has an additional, untitled responsibility: working with the ANPA Convention Arrangements Committee as the staff coordinator of planning for ANPA's annual Conventions.

This year's Convention, the Association's 94th, will be held April 21-23 in Honolulu, Hawaii. It will mark the first time the event has been staged outside the mainland United States, and it is providing a new set of challenges.

However, so far as ANPA Convention planning goes, the 41-year-old Fichter is accustomed to challenges. Consider his initial involvement.

It was in 1975; after 88 years, the Convention was about to move outside what Fichter calls "the protective womb" of New York City's Waldorf-Astoria Hotel.

Twenty-six days before the Convention was scheduled to convene in New Orleans, senior ANPA staffers gathered for a session on final arrangements, and "to everybody's surprise and my terror, I was asked to take on the whole thing," Fichter recalls.

The first thing he did after that was to "say 'goodbye' to my wife," he laughs. Then he assembled a small team of staffers who soon found out they had a lot to learn about day-to-day convention arrangements, which previously were within the purview of the Waldorf's management.

In the midst of their preparations, Vice President Nelson Rockefeller accepted ANPA's invitation to address the Convention. The Convention hotel lacked the kind of remote sound system that could accommodate questions from the floor, so Fichter was left to find one. He did. But just as Rockefeller began to speak, the regular sound system for the podium went out.

As a crew of technicians—stationed by Fichter under the podium for just such an emergency—scrambled to make repairs, Rockefeller pulled back the curtain behind him in an apparent effort to be helpful. "He spotted some wires," Fichter recalls, "and as he picked them up, the sound came back on." Quipped Rockefeller: "Happy always said I was handy around the house." Fichter says every Convention since 1975 has had a backup sound system.

From that rather tenuous start, Fichter turned to more solid ground, his own background, to guide him through the mine field of convention planning.

With a degree in accounting and finance from Pace College and graduate work there in management and finance, Fichter found that some standard "business-school techniques" can be applied to the convention business.

"We started to take a routine management approach to the problem," he says. Today, he employs what he calls "a whole series of management tools" in constructing a successful ANPA Convention, including a "critical-path planning calendar," a 30-page, final checklist and a loose-leaf notebook with about 200 pages of minute details—right down to the position of furniture—for Convention events.

"I've got it down to a way that I know works," Fichter says.

One of the keys, he says, is to motivate the Convention hotel's personnel—a task made easier by the fact that the ANPA Convention brings to a city an estimated $4 million in business, one-third of which normally goes to that hotel.

But despite the fact that he has nearly converted convention fine tuning into an art form, Fichter will tell you that each Convention presents peculiar problems.

Last year's Convention—back in the friendly environs of the Waldorf for the first time since 1976—featured a major foreign policy address by President Carter. Needless to say, his appearance created numerous logistical problems for Fichter and his Convention staff.

And this year, Fichter's planning has to take even jet lag into account. The day's events are scheduled to begin a half hour to an hour earlier than usual, because Fichter discovered during an early-morning jog in Honolulu recently that the hotel was bustling at 5:30 a.m.; it seems many guests were still functioning on mainland time.

Thomas C. Fichter

Fichter believes the Honolulu site has contributed to reduced registration, down 30 percent from this time a year ago when the Convention ultimately attracted an all-time high of more than 2,400 people. "If the registration falloff continues to prevail right up to Convention time, it will be mostly because of the economics of going that far," Fichter says. On the other hand, registration by representatives of peripheral groups, such as other journalism organizations and newspaper suppliers, is up.

Fichter has attended every ANPA Convention, except one, since joining the Association in 1961 as assistant comptroller. He was excused that time, because his wife, Veronica, gave birth to the couple's second child a half hour before he was scheduled to leave. □

FBI's Abscam: Who stung whom?

By Charles B. Seib

The FBI's Abscam "sting" caper set off a great moral debate, Washington style—one that is likely to continue for a long time.

Did the government agents unfairly and perhaps illegally entrap their targets? Even if they did, wasn't that justified in order to catch the crooks? Did the episode signal a great leap forward—or, rather, backward—in the American criminal justice system, with instant public convictions without benefit of grand juries or trial courts and based on unviewed videotapes and unnamed authorities?

Those questions and others like them should provide plenty of meat for the public debate. But another aspect of the Abscam story deserves more attention than it is getting, which is almost none. That is the role played by the American media, print and broadcast.

Charles B. Seib

Anyone who didn't recognize that flood of stories the first weekend in February as something new in American journalism wasn't paying attention. We have come a long way down the unnamed-source road, and we have become accustomed to our traveling companion, which is manipulation of the press. But the Abscam revelations took us into new territory. In this instance the press was not merely manipulated, as it so often is when it relies on unnamed sources, but, to borrow from an on-sober-reflection editorial in The Washington Post, it allowed itself to be played like a violin.

Look back at those first stories. They make an interesting composite. Suddenly, it is clear, someone in government dumped on the media details of a secret multi-million-dollar investigation of allegedly crooked lawmakers. It was not your ordinary leak. It was an opening of the dam. An examination of the result makes it clear to any reasonable person that the information provided was specific and detailed—and in such a form that it could be considered libel-proof.

Where did it come from? On that question specificity disappears. The information was attributed to such ghostly figures as "law enforcement authorities" (The New York Times) and our old friends, "sources" (The Washington Post). How did it happen to come out that particular weekend? No indication, except for assurances that reporters had been aware that something was going on for some time.

As time passed and follow-up story succeeded follow-up story, the one aspect that the press showed little interest in reporting was how it got the stuff in the first place.

To be sure, it reported Attorney General Benjamin Civiletti's assertions of anger and frustration over the leaks and his appointment of Richard Blumenthal to investigate them. But it was presented as though the press was as much in the dark as Civiletti said he was.

The New York Times nibbled at the subject in a Q and A piece in which self-serving motives on the part of the leaker or leakers were suggested—on page B6. Burke Marshall, Yale law professor and former assistant attorney general for civil rights, indignantly declared in a Times opinion article his shock at "the indifference of the press, the radio and television networks to their use by the FBI for the enlargement of its own reputation." The American Civil Liberties Union decried "justice by press release."

As for the position of the press, the most extensive examination I saw was also in the Times in an article by Deirdre Carmody, who covers the news business for that paper. Editors and broadcast news executives generally justified publication on traditional grounds: It was a big story and the public had a right to it. They assured us that ethical (and legal) considerations were explored before publication. What was involved here, they implied, was just good, aggressive, public-interest journalism. The motivation of the sources was not germane.

Please understand me. I am not objecting to the use of unnamed sources by the press. That is a fact of life. What's more, it is probably a necessary fact of life if the press is to do a decent job of informing the public. What I do object to—strenuously—is the miserable job the press generally does—and did in this case—of leveling with the public by putting the anonymous material it uses into proper context.

The public has a right to know what we can tell them about the motivation of sources and about how the information became available. No obligation to sources required the press to avoid in its exhaustive Abscam coverage a discussion of the context of the leaks—how they happened to occur at that particular time, the known or likely motives of the leakers. Nothing prevented the reporters from being specific about how much information they had before the "law enforcement authorities" and the other "sources" spilled the beans or in what form—documents, phone calls, surreptitious briefings or whatever—the beans were spilled.

In the wake of the Abscam disclosures, Arthur R. Miller, an eminent Harvard law professor, discussed the issue of entrapment in The Boston Globe. He saw serious dangers in the techniques the government used in Abscam, and he concluded that the price may have been too high in terms of public confidence in the law enforcement process.

I suggest that the press would do well to consider its own entrapment questions. I see two main ones: Was the press entrapped by its "sources" into serving their personal or institutional interests? And, trapped or not, did it deal fairly with the public in failing to deal more forthrightly with the circumstances under which the story broke?

Those questions also involve public confidence—not in the government, but in the press. □

Seib, former ombudsman for The Washington Post, is a regular contributor to ***presstime.***

Newspapers join polling stampede

By C. David Rambo
presstime staff writer

There will be a stampede of public-opinion surveys this election year, and newspapers will be kicking up their share of the dust.

For readers, these polls may be a helpful guide through a campaign-spawned maze of information, or a hindrance to a clearer understanding of those issues and trends.

The opinions of the opinion-takers differ on the issue.

Some, like Indiana University Journalism professor G. Cleveland Wilhoit, believe overall quality will be better because technique (sample size, methodology, etc.) is better.

Others are less optimistic.

"There will be a lot of polls that are wrong," says Philip Meyer, author of *Precision Journalism* and research director of Knight-Ridder Newspapers Inc. Many poll-takers "in their eagerness will make mistakes in execution or interpretation," he explains.

Warren Mitofsky, coordinator of polls and elections at CBS News, expresses similar sentiments.

But researchers on both sides of the rhetorical fence agree on the need to avoid polling pitfalls.

Perhaps most heavily emphasized is the importance of using a large-enough, random-sample, survey base, one which gives all persons in the study area a chance to be chosen for interview. Some polls interview up to 1,500, 2,000 or more people. Others claim an acceptable margin of error with a base of 400 to 500.

Another critical element is "preparing a well-thought-out questionnaire." "What you ask is what you get," notes Indiana University's David H. Weaver.

Questions should be fashioned to give "equal time to the negative and positive," explains Glenn H. Roberts, director of research of the Des Moines (Iowa) Register and Tribune, director of the Iowa Poll and past president of the Newspaper Research Council. "Do you favor or oppose the Equal Rights Amendment?" is a better question than "Do you favor the Equal Rights Amendment?" he points out.

Another difficulty lies in codifying open-ended questions. Some researchers favor such queries as a source of quotes and further explanation. But Weaver said he "wouldn't overdo it" because classifying essay-style answers for computer tabulation is difficult.

Risk also stems from readers' frequent misinterpretation of newspaper polls. "Even though you're not conducting a survey to make a prediction, people will compare election results with a poll taken 10 days before the election as a measure of how accurate the poll was," noted Thomas Krekel, research director of the Racine (Wis.) Journal-Times and organizer of the Wisconsin Poll.

Consequently, pollsters say that for best results, when developing their sample base, they must take into account who likely will vote—something particularly important for surveys before primaries, which traditionally produce lighter turnouts than general elections.

Pollsters also point out that public opinion can be "fluid" in the days or hours before an election. That makes election forecasting through newspaper polls a risky endeavor.

Unsettled is the question of whether survey results affect election outcomes. The argument was fueled in February by CBS News' projection long before the Maine caucuses were over—and before a third of them had begun—that President Carter would capture a "big win." Critics charged the announcement contributed to a "lethargy factor": that is, people who had not voted but intended to vote decided not to cast ballots because the race was for all practical purposes over. Other critics claimed the CBS broadcast might have added votes to the Carter camp because of some peoples' desire to get on a winner's bandwagon.

CBS, in defense, said it acted under competitive pressure. "We feel we're doing the right thing," a network executive said.

Carter turned out to be the victor, but by a lesser margin than CBS had predicted. According to one theory, the CBS projection may have helped Sen. Edward M. Kennedy and Gov. Jerry Brown by rallying some of their lukewarm supporters to turn out for the later caucuses.

Manners of methodology

Another intangible in polling is methodology.

The most common interview medium, the telephone, offers convenience, lower cost and "not that much different" results than in-person sessions, pollsters say. But it carries an inherent bias because not all homes have phones. (An AT&T spokesman says there are 97.1 "main lines" per 100 United States households. He quickly adds, however, that some homes have more than one main line.)

Unpublished telephone numbers present a dilemma solved by using random digit selection in the sample drawing, among other techniques.

Pollsters have found telephone interviews must be limited to a half hour and preferably less; they usually take no longer than 15 or 20 minutes.

Face-to-face sessions offer longer interview times, up to an hour or more. But they introduce another worry—social differences between interviewer and interviewee, which may lead to inaccurate responses or interpretation.

Volume of polls

Poll-taking is an activity which experts say will expand with the proliferation of high-speed computing. As Arnold H. Ismach, associate professor of journalism at the University of Minnesota, put it: "With computers now as common as water coolers in most newspaper plants, the trend is likely to continue."

But ironically, although public-opinion surveys constitute the very essence of statistical discipline, there are few figures kept on the sheer number of polls conducted. Knight-Ridder's Meyer observes, "Everybody refers to 'explosive growth,' but nobody seems to be able to back that up."

One who tried is Albert H. Cantril, president of the National Council on Public Polls. He estimates there will be roughly 2,500 opinion polls taken this election year, not counting those taken by such groups as trade associations and political action committees.

Of the 2,500, an estimated 2,000 will be "private political polls." Costing an estimated $20 million, they will consist primarily of surveys by political candidates who may or may not (as befits their political judgment) release the results. By comparison, Cantril notes there were approximately 1,200 such polls in 1968.

The remaining 500 polls this year will be surveys like those by Gallup and Harris which are prepared for public dissemination.

Newspapers take polls because they generate "a political news story that nobody else is going to have," says the Des Moines Register and Tribune's Roberts. "It's a chance to get some exclusive news . . . to be up front."

Local and regional polls "always make pretty good reading," notes John Koslick, research director of the Charlotte (N.C.) Observer and News.

Public-opinion surveys can be "a major source of information" which newspapers otherwise might not detect and cover, says Steven L. Coombs, director of the Minnesota Poll and research director of the Minneapolis Star and Tribune.

Stayskal

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"I used to be swayed by the media's analysis of every move the president made . . . but not any more. Now I wait for the polls."

And Henry R. Lieberman, assistant to the executive editor of The New York Times, says, "We deal with it (surveying) as part of the news process to dovetail with other things (reporters) are finding out."

But not all newspapers choose to get involved.

"Many (polls) are misleading even if they're done with the best intentions and technical expertise," comments Carrick H. Patterson, executive editor of the Arkansas Gazette in Little Rock. "I'm certainly not saying all polls are bad, but I have a lot of reservations about making news in that way."

Newspapers conduct and manage their survey tasks in a variety of ways.

Some large organizations do everything in-house: from designing the questionnaire to interviewing people, analyzing data and drawing interpretations.

Others farm out part or all of the project to professional polling organizations.

Still others, finding cost and manpower demands beyond their capabilities, join with other newspapers in a cooperative effort to share the costs and the results of a poll.

In-house surveys are managed by newsroom personnel or by the research department, which in general is also responsible for marketing studies [**presstime,** February, page 27]. Many newspaper researchers have academic backgrounds in social science-related survey methodology.

Cost a big factor

Cost is a major consideration for newspapers contemplating a poll. Comparing costs is difficult because of many variables, including how much work is done in-house, the survey size and interview methodology.

But here is one fictional cost analysis:

A newspaper wants to contract with an outside firm for interviewing 1,000 people, half of them women, before a general election. The newspaper supplies phone numbers developed from analyzing voter registration lists.

Richard Miller, president of Opinion Center Inc., a firm with offices in five states which conducts national surveys, estimates his charge would be $10 per in-

terview. For an additional $2 per interview, he says his company could provide computer tabulation of responses.

And here are real examples:

• A recent Charlotte Observer telephone poll of 650 people in 22 North Carolina and South Carolina counties cost an estimated $1,500 to $1,600, Research Director Koslick says. All facets of the survey—including interviewing—were performed by Observer employees.

Koslick adds he would expect to pay a minimum of $10,000 for 1,000 interviews if he contracted for outside interviewing.

• The Minnesota Poll spends about $15,000 to $20,000 per statewide survey on data gathering alone, director Coombs says. Sample size is 1,200.

• The Wisconsin Poll, a cooperative whose member newspapers range in circulation from 12,804 to 38,690, plans to spend about $10,000 for 2,000 interviews plus miscellaneous expenses.

Newspapers considering a poll should ask "whether they really want to do this," Meyer of Knight-Ridder says. "If they're not fully prepared, they shouldn't do it." Being fully prepared means being willing to assume the risk of a survey and being confident that its social benefit is justified relative to other projects the newspaper might undertake, he adds.

Regardless of size or scope, "precision journalism" practitioners indicate commitment to accuracy and going beyond "who was winning the horse race a week ago." They urge the same from others.

"People who do polls ought to be damn careful about the information they put out," warns Barry Sussman, The Washington Post's editor for polls and special projects. Newspapers should ensure that their polls are done "just as scrupulously as other news is prepared," he adds.

It's important for newsrooms to scrutinize the information of others, too, particularly with respect to the deluge of survey results which politicians and others regularly submit to prove a point. Many newspapers have their own checklists to test such studies' validity.

Poll-evaluation guidelines are available from several sources.

Professors Wilhoit and Weaver have written a soon-to-be-published book entitled *Newsroom Guide to Polls and Surveys*, sponsored by the ANPA News Research Center at Syracuse University. (See story, next page.)

Currently available materials may be obtained from the National Council on Public Polls (1625 K St., NW, Washington, D.C. 20006) and the Canadian Daily Newspaper Publishers Association (Suite 214, 321 Bloor St. East, Toronto, M4W 1E7). □

Newspapers large and small have polling power

Traditionally, only the largest newspapers have conducted public opinion polls because of the formidable costs associated with interviewing, computer processing and other elements of sophisticated research.

But through cooperatives and association with universities, increasing numbers of small to mid-size dailies are participating.

Following are examples of how many newspapers do it.

• The Iowa Poll has been conducted by the Des Moines (Iowa) Register (circulation 217,584) and Tribune (circulation 87,697) since December 1943, making it the oldest statewide poll sponsored by a newspaper. It consists of four to six surveys per year, each addressing 10 to 15 topics.

• The Minneapolis Star (226,828) and Tribune (226,899) have conducted the Minnesota Poll since 1944. It now is held once every two months on a variety of political issues and "every-day affairs," director Steven L. Coombs explains. The Minnesota Poll, conducted through the Star and Tribune's research department, utilizes telephone interviews with a sample base consisting of randomly generated numbers.

• The Florida Newspaper Poll is a cooperative effort of the St. Petersburg Times (197,499) and Evening Independent (38,083), the Orlando Sentinel Star (186,920), the Fort Lauderdale News (108,017) and Sun-Sentinel (46,874) and The Florida Times-Union of Jacksonville (150,758) and Jacksonville Journal (52,026). The cooperative recently completed its fifth telephone poll since organizing in 1978.

• The new Wisconsin Poll, also a cooperative, will conduct its first survey just before that state's April 1 primary. Members are The Journal Times (38,690) of Racine, the Kenosha News (31,620), The Janesville Gazette (30,795), the Press (32,030) of Sheboygan, the Daily Tribune (12,804) of Wisconsin Rapids, The Daily Herald (28,844) of Wausau and a Milwaukee TV station.

• The Washington Post (559,371) in 1970 and 1971 conducted polls with the help of a consulting firm, explains Barry Sussman, editor of polls and special projects. Later, the Post decided to develop its own polling capability. Sussman heads the effort which now includes national polls, and occasional surveys of Congress, special groups, leadership groups and others.

• The Philadelphia Bulletin (485,781) for seven or eight years published a weekly feature, "The Bulletin Poll," until new editors, who felt it was of little value, discontinued it. The Bulletin now conducts local surveys on "important public opinion issues" at the discretion of the editors, says Research Director Robert LaTerza.

• The Charlotte (N.C.) Observer (172,316) takes a two-pronged approach to its regional polling efforts: Public issue surveys which generally are based on a sample of the total adult population; and political polls using a sample base from voter registration lists. The Charlotte News (55,240) conducts local polls. All Observer and News survey work is performed in-house under direction of the research department.

• The New York Times (821,549) commissioned polls in the early 1960s. But not until 1975 did it have polling capability through its news organization. Since then, the Times in non-election years has averaged about 15 telephone polls a year—local, state, regional and national—and about 20 in election years. The Times pooled resources with CBS for the 1976 national elections and has again this year. Each organization interprets the results independently. (Similar team efforts include Associated Press-NBC, Louis Harris & Associates Inc.-ABC, and Yankelovich, Skelly and White-Time magazine.)

Book offers newsrooms tips on polls

Every newsroom is faced from time to time with questions about the validity and interpretation of polls.

Indiana University journalism Professor G. Cleveland Wilhoit and Associate Professor David H. Weaver have written *Newsroom Guide to Polls and Surveys* for editors and reporters confronted with such questions.

Scheduled for April publication, the book is intended to "help newsroom personnel understand polls, analyze them and write stories about them."

In their guide, Wilhoit and Weaver urge reporters to:

- Be sure that a poll is based on a random sampling involving a selected audience. Avoid making generalizations for groups other than the selected audience. And don't draw specific conclusions from questions which produce broad answers.
- Describe the margin of error clearly and accurately. Use sidebars, tables, charts and graphs to make news stories as readable and easily understandable as possible.
- Treat public opinion poll results as "snapshots of a constantly changing, incredibly complicated set of feelings and beliefs known as public opinion," not as something fixed and static. Keep in mind that surveys and polls are more an art than a science. Even slight changes in the wording of questions can produce quite different results.

The Wilhoit-Weaver book was sponsored by the ANPA News Research Center at Syracuse University under the direction of Dr. Maxwell E. McCombs.

It includes an introduction by John B. Mauro, director of research for Media General Inc., and Robert Schweitz, vice president (editorial) of the Army Times Publishing Co. Mauro and Schweitz helped prepare the book by critiquing drafts. They also led a subcommittee of the ANPA News Research Committee which commissioned the project.

ANPA will announce soon details about the book's availability. □

Study shows papers increase ratio of state and local news

More than a third of U.S. daily newspapers have increased their ratio of state and local news to national and international news, a study by the Newspaper Advertising Bureau shows.

Charles Lehman, vice-president and manager of survey research at NAB, said the 1979 "Inventory of Editorial Content" showed 35 percent of the nation's dailies increasing the ratio of state and local coverage with only 9 percent reporting an opposing trend. The remainder of the 1,373 newspapers participating in the survey reported no meaningful change.

"I suspect some editors may accept the premise that's suggested by (the Roper Organization Inc., a polling firm widely used by the broadcast industry) that people are obtaining their national and international news from TV," Lehman said.

The NAB survey also showed that 60 percent of the respondents believe there have been major changes in their newspapers' editorial content over the past two years.

Twenty-four percent of the newspapers responding reported an increase in the ratio of features to hard news.

Other changes included the creation of zoned weekly editions. While only 15 percent overall have them, they represent 45 percent of the dailies with circulations of 100,000 or more and 59 percent of those with circulations between 50,000 and 100,000.

The survey, which was conducted in conjunction with the Newspaper Readership Project, also showed that about nine out of 10 copies of U.S. daily newspapers are home delivered. □

'FOI Day' to coincide with 2nd congress

The Society of Professional Journalists, Sigma Delta Chi, has designated March 16—James Madison's birthday—as Freedom of Information Day.

Society president Jean Otto, editor of The Milwaukee Journal's op-ed page, said the observance is to promote "public awareness of the vital role of the First Amendment guarantees of press freedoms in our democracy."

Otto noted that these freedoms have been "under regular attack in recent years. Much of the criticism appears to stem from a lack of understanding and appreciation of the legacy of freedom we all enjoy. We hope to focus through this special day on the privileges and responsibilities and the public they serve."

The 35,000-member society is asking its 300 chapters nationwide to plan special meetings and to seek declarations of support from President Carter, governors and mayors.

"Freedom of Information Day" will coincide with the second First Amendment Congress to be held March 16-18 in Williamsburg, Va., cosponsored by 12 national journalism organizations, including ANPA Foundation. The first was held in Philadelphia Jan. 16-17 [**presstime**, February, page 22]. □

State-level congress urges educating public on media

The newspaper business must concentrate on educating the public about its First Amendment right to be informed. And the public should be convinced that "when a choice must be made between government and media, they're better off siding with the media."

Those were conclusions drawn at the first, state-level First Amendment Congress, staged by the Pennsylvania Newspaper Publishers Association at its Winter Management Seminar Jan. 28-30. It was modeled after the National First Amendment Congress.

"The public does not feel that its Bill of Rights is in danger of being abridged. Until it does, it will not act in strong defense of the First or any other amendment," said PNPA President Charles M. Meredith III, publisher of The Free Press of Quakertown, Pa., and an ANPA director. □

ASNE cancels visit with USSR editors

In the wake of the Russian invasion of Afghanistan, the American Society of Newspaper Editors has cancelled plans for an exchange of visits with Soviet counterparts.

Tina S. Hills, publisher of El Mundo in San Juan, Puerto Rico, and chairman of ASNE's International Communications Committee, said in a letter to Soviet authorities that "in view of the strain placed on relations between our two countries" by the Soviet aggression, the society felt the exchange would not be "appropriate or productive at this time."

"When things normalize, we'll resume plans for the exchange," Hills told **presstime.** □

Secret Service now issuing press pass for '80 campaign

The U.S. Secret Service is issuing a "national press pass" for the 1980 presidential campaign that will cover all events secured by the agency and eliminate the need for separate Secret Service credentials for individual appearances by presidential candidates.

Applications are available through Secret Service field offices and resident agencies throughout the country.

Single-event passes will still be available—and required—for news personnel whose coverage is limited to that one event. □

Attracting minority students goal of new ASNE programs

Two new programs designed to attract more minority journalism students to the daily newspaper field will be started this spring by the American Society of Newspaper Editors.

The first will place at least six minority journalism faculty members in daily newspaper newsrooms for the summer. Initial funding comes from the Gannett Newspaper Foundation.

The second will help place minority newsroom professionals in journalism schools for up to a week at a time starting with the 1980-81 academic year. The "visiting minority professionals-in-residence" program is patterned after ASNE's long standing editors-in-residence program.

The two new programs, which will be coordinated with other newspaper and educational organizations' projects, should substantially increase the number of minority journalism graduates seeking daily newspaper work within the next year, according to ASNE President William H. Hornby, editor of The Denver Post.

Both programs are open to all daily newspapers.

Top priority for both programs will be the 22 historically black colleges with journalism programs, most of which have had less ongoing contact with the daily newspaper business than traditional journalism schools have. More than one-third of the minority journalism students in the country attend the historically black colleges, according to recent studies.

Hornby said the programs should help increase the awareness among minority journalism students of the career potential in daily newspapers and help build better contacts between daily newspapers and those colleges.

The proposals were developed by the ASNE Education and Minorities committees. They will be administered by Jay Harris, assistant dean of the Medill School of Journalism at Northwestern University and executive director of The Consortium, an organization of 11 traditional journalism schools and historically black college journalism programs.

Minority faculty members should apply for the summer work program by March 15. Applicants should explain how the professional experience will enhance their teaching and how the experience will be shared with students. Newspapers wishing to host a faculty member should submit proposals by March 24. All applications should go to Harris at the Medill School of Journalism, Northwestern University, Evanston, Ill. 60201.

Newspapers willing to commit some minority professional time and necessary travel money for the visiting professionals also should notify Harris. □

'Shoe' **By Jeff MacNelly**

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20-cent daily trend continuing

While the predominant price for daily newspapers remained 15 cents in 1979, the trend toward 20-cent newspapers continued to grow, according to ANPA's annual survey of single-copy, city-zone, street-sale prices.

In fact, the survey shows that while the number of 15-cent newspapers declined from 58.4 percent to 44.2 percent of the total, the number of 20-cent papers rose from 29.6 percent to 41.8 percent.

Prices of daily newspapers surveyed ranged from 3 to 35 cents. Sunday papers cost as little as 10 cents and as much as 85 cents.

The survey included 1,879 newspapers in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands. Data were derived from the Audit Bureau of Circulations' Daily Newspaper Circulation Rate Book based on publishers' statements filed before Sept. 30, 1979, and from other sources.

The ANPA survey shows:

- The number of 15-cent daily newspapers dropped from 1,096 in 1978 to 831 in 1979, a decrease of 24 percent [ANPA General Bulletin, Feb. 14, 1979, page 38].
- A total of 786 newspapers are now selling for 20 cents, compared to 556 in 1978, an increase of 41.4 percent.
- There are now 166 daily newspapers selling for 25 cents, four for 30 cents and one for 35 cents.
- One Sunday newspaper now sells for 70 cents, 15 sell for 75 cents and one for 85 cents.

The charts at right and on the following page provide breakdowns by state, territory and country. □

Retail price per single copy of daily newspapers—1979

	10 cents	15 cents	20 cents	25 cents	30 cents	35 cents	Total[1]
Alabama	7	13	6	1	--	--	27
Alaska	--	--	1	5	1	--	7
Arizona	2	3	10	3	--	--	18
Arkansas	3	29	2	--	--	--	34
California	15	62	37	8	--	--	122
Colorado	4	22	2	--	--	--	28
Connecticut	--	5	19	1	--	--	25
Delaware	--	--	3	--	--	--	3
District of Columbia	--	1	1	--	--	--	2
Florida	3	35	11	3	--	--	52
Georgia	1	31	4	--	--	--	36
Hawaii	--	1	1	2	--	--	5
Idaho	1	6	7	1	--	--	15
Illinois	2	43	33	8	--	--	86
Indiana	3	20	49	6	--	--	78
Iowa	1	14	16	10	--	--	41
Kansas	6	33	10	--	--	--	50
Kentucky	2	16	8	1	--	--	27
Louisiana	1	17	7	1	--	--	26
Maine	--	--	6	3	--	--	9
Maryland	--	9	4	--	--	--	13
Massachusetts	--	7	26	15	--	--	48
Michigan	--	5	42	5	--	--	52
Minnesota	--	4	21	5	--	--	30
Mississippi	1	21	3	--	--	--	25
Missouri	6	31	14	--	--	--	51
Montana	--	1	3	7	--	--	11
Nebraska	3	15	1	--	--	--	19
Nevada	--	3	5	1	--	--	9
New Hampshire	--	3	2	4	--	--	9
New Jersey	--	11	16	1	--	--	28
New Mexico	1	8	9	2	--	--	20
New York	2	16	52	7	1	--	78
North Carolina	2	41	7	3	--	--	53
North Dakota	--	2	5	3	--	--	10
Ohio	1	41	53	1	--	--	96
Oklahoma	2	44	8	--	--	--	54
Oregon	--	4	15	2	--	--	21
Pennsylvania	2	22	75	3	--	--	103
Rhode Island	--	1	6	--	--	--	7
South Carolina	--	12	4	4	--	--	20
South Dakota	1	6	6	--	--	--	13
Tennessee	2	26	4	--	--	--	32
Texas	5	78	23	11	--	--	117
Utah	--	1	3	1	--	--	5
Vermont	--	1	7	--	--	--	8
Virginia	1	15	10	7	--	--	33
Washington	--	4	19	2	--	--	25
West Virginia	--	13	10	1	--	--	26
Wisconsin	--	7	24	5	--	1	37
Wyoming	--	8	1	1	--	--	10
Totals[1]							
U.S.	80	811	711	144	2	1	1,754
Canada	3	20	71	18	2	--	117
Bahamas	--	--	--	1	--	--	1
Bermuda	--	--	--	1	--	--	1
Guam	--	--	--	1	--	--	1
Puerto Rico	--	--	4	--	--	--	4
Virgin Islands	--	--	--	1	--	--	1
Grand Totals[1]	83	831	786	166	4	1	1,879

[1] Includes newspapers selling for 3 cents (one in Canada), 5 cents (one in Pennsylvania, two in Canada), 9 cents (one, West Virginia), 12 cents (one, Kansas), 13 cents (one, West Virginia) and 14 cents (one, Hawaii).

Newspaper price increases trail U.S. inflation rate

Newspaper price increases trailed the average rise in consumer prices last year, the U.S. Labor Department has reported.

The department's Bureau of Labor Statistics reported that while the year's consumer prices soared by 13.3 percent on the average, newspaper prices were up 9.3 percent.

Price hikes have little effect on sales, study indicates

Increased newsstand prices and higher home-delivery rates have little impact on sales, a survey by the New York State Publishers Association has indicated.

Of 31 New York dailies participating in the survey, 19 said they raised the subscription rate last year, and 17 reported boosting street-sales prices.

Only four (13 percent) of those newspapers which increased prices said they experienced a subsequent reduction in sales of 1 percent or more. □

Retail price per single copy of Sunday newspapers—1979

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	60 cents	75 cents	Total[1]
Alabama	1	—	1	2	3	1	9	—	—	19
Alaska	—	—	—	—	—	—	1	—	—	1
Arizona	—	—	—	—	3	—	3	—	—	6
Arkansas	3	1	6	—	4	—	1	—	—	15
California	4	2	7	1	18	—	11	—	3	46
Colorado	—	—	2	—	5	—	2	—	—	9
Connecticut	—	—	—	1	—	—	3	1	—	6
Delaware	—	—	—	—	1	—	1	—	—	2
District of Columbia	—	—	—	—	—	—	—	1	1	2
Florida	2	1	5	2	10	—	11	1	—	32
Georgia	2	—	3	1	3	—	6	—	1	16
Hawaii	—	—	—	—	1	—	—	1	—	2
Idaho	—	—	1	—	3	—	2	—	—	6
Illinois	—	—	5	—	4	3	9	2	—	23
Indiana	—	—	2	—	3	2	9	1	—	18
Iowa	—	—	1	—	—	—	3	1	3	8
Kansas	1	—	5	—	6	1	2	—	—	16
Kentucky	1	—	4	—	1	2	2	1	—	11
Louisiana	—	—	3	—	3	3	5	—	—	14
Maine	—	—	—	—	—	—	—	1	—	1
Maryland	—	1	—	1	—	—	—	2	—	4
Massachusetts	—	—	—	—	1	1	3	2	1	9
Michigan	—	—	1	—	1	4	9	—	—	15
Minnesota	1	2	3	1	—	—	1	1	2	11
Mississippi	2	—	3	1	6	1	—	—	—	13
Missouri	4	2	—	1	5	3	2	1	—	18
Montana	—	—	2	1	2	—	2	—	—	7
Nebraska	1	—	2	—	—	—	2	—	—	5
Nevada	—	—	1	—	1	—	3	—	—	5
New Hampshire	—	—	—	—	—	1	—	—	1	2
New Jersey	—	—	3	3	4	—	3	1	—	15
New Mexico	1	1	3	3	3	1	1	—	—	13
New York	1	—	2	1	15	1	13	—	—	34
North Carolina	—	—	—	2	13	—	8	—	—	23
North Dakota	—	—	1	—	—	—	1	1	—	3
Ohio	—	—	6	1	7	7	5	1	—	28
Oklahoma	17	3	14	—	6	—	3	—	—	45
Oregon	—	—	—	—	2	—	3	—	—	5
Pennsylvania	—	—	—	—	7	—	8	—	—	16
Rhode Island	—	1	—	—	—	—	—	—	1	2
South Carolina	—	—	—	—	2	—	6	—	—	8
South Dakota	—	—	1	—	2	—	1	—	—	4
Tennessee	2	—	1	—	1	—	10	1	—	16
Texas	21	1	21	2	21	4	20	—	—	92
Utah	—	—	1	—	1	—	2	—	—	4
Vermont	—	—	—	—	—	—	3	—	—	3
Virginia	1	—	—	2	2	—	7	1	—	13
Washington	—	4	—	—	2	—	8	2	—	16
West Virginia	—	—	—	1	4	2	2	—	—	9
Wisconsin	—	1	1	1	—	—	4	—	2	9
Wyoming	—	—	1	1	—	—	1	—	—	3
Totals[1]										
U.S.	65	20	112	29	176	37	211	23	15	703
Canada	—	—	—	2	4	—	—	—	—	6
Guam	—	—	—	—	—	—	1	—	—	1
Puerto Rico	—	—	—	—	3	—	—	—	—	3
Grand Totals[1]	65	20	112	31	183	37	212	23	15	713

[1]Includes newspapers selling for 10 cents (two in Alabama, Oklahoma, Texas; one in Kansas, Tennessee); 45 cents (one in Connecticut, Indiana, New Jersey, Ohio, Pennsylvania); 70 cents (one in Massachusetts); and 85 cents (one, New York).

AP to install 400 satellite earth stations

The Associated Press said it will install 400 satellite earth stations in 1980 that initially will receive the AP Radio Network, the RKO Radio Stereo Network and all AP high-speed data services.

The AP has invited all news agencies to join the system on a cost-sharing basis.

Fifty stations will be installed and operational by April, said AP President and General Manager Keith Fuller. The remaining units will be manufactured and installed by the end of the year, he added.

Earth stations will receive signals from a Western Union satellite in stationary orbit over the Equator. Details of who will own the earth stations remain unsettled.

In related satellite-development activity, ANPA's Board of Directors at its February meeting received an initial report of the Joint Satellite Task Force, comprised of representatives of ANPA, AP, UPI and others. Tentative, draft recommendations of the Task Force call for all interested parties to cooperate so that the ultimate newspaper users will be able to receive all necessary services via a single receiver-dish. The draft recommendations of the Task Force have not yet been presented to the boards of AP and UPI.

In describing its new system to publishers, AP noted ANPA's interest in the matter and said it is building a "satellite delivery system available to all 'wire carriers.'" □

COMSAT authorized to sell services directly

Citing possible lower costs for broadcasters, the Federal Communications Commission has granted Communications Satellite Corp. authority to sell its international television relay services directly to the broadcast media.

COMSAT now provides those services as the "middle man" under contract with AT&T and the three International Record Carriers (ITT World Communications Inc., RCA Global Communications Inc. and Western Union International Inc.). □

NIE: It's also for smaller newspapers

By Robb Deigh

Even with a well-orchestrated Newspaper in Education program, perhaps that of a large metro daily with ample staff and resources, getting newspapers into the classroom can be a formidable task.

But on smaller newspapers, with their "one-man-band" programs in which a circulation manager or another staffer wears the NIE hat, the task may be even greater.

Although the NIE program has been associated most often with large newspapers, nearly half of the 500 programs are being conducted by newspapers with less than 15,000 circulation, according to a survey by ANPA Foundation [**presstime,** October, page 30].

Herewith, some examples of smaller-newspaper NIE participation:

• "Funding is the biggest problem," says Coleman Love, circulation manager —and NIE coordinator—for The News-Enterprise in Elizabethtown, Ky. (circulation 12,500). "It's getting the teachers and the school system to buy the newspapers for their students." At one time, the newspaper gave copies to the schools at no charge, "but that cost us a bundle," he adds.

During a given week, Love says, "The News-Enterprise distributes between 30-150 newspapers in about 10 schools in its circulation area. "The schools usually buy newspapers only one day per week," he reports. "And many of the teachers have students bring newspapers from home (at other times). I'd like to sell the newspapers, but I really just want the teachers to use them . . . It's a good program and I believe in it."

Despite the fact that NIE coordination is only one of Love's responsibilities at the newspaper, The News-Enterprise runs a two-week NIE workshop each summer to introduce teachers to the benefits of the program. The workshop offers three college credit hours, and last year more than 50 teachers attended.

Love says there is an advantage to running an NIE program from a small newspaper: "We can maintain a more personal contact with teachers—they know us."

• At The Evening Phoenix, Phoenixville, Pa. (circulation 7,300), a retired school teacher was hired for one year to get its NIE program in operation. All was going well until the teacher left her job subsequent to which the newspaper was sold.

"We hope the new owner will hire an NIE coordinator and get the program going again like it was," says Germaine Dietz, administrative assistant to the editor. "We were very fortunate to have had a very vivacious woman who put hours and hours into our NIE program. She was able to sell it so well."

Before leaving the newspaper, the teacher wrote a 23-page guide for using The Evening Phoenix in the classroom. Now, Dietz edits a half-page children's section which features poems, stories and drawings by students in grades K-6; she says it is indirectly related to the NIE program in that it maintains student interest in the newspaper while the program is in its transitional stage.

• In Martinsburg, W.Va., the general manager of The Evening Journal (circulation 19,000), runs the newspaper's NIE program along with the editor, the circulation manager and a school teacher. General Manager Edward Kruger is a bit reluctant to tout the success of the program, but the facts suggest a reasonably strong operation.

"We have a great advantage here," Kruger says, "knowing the school superintendent personally. And the Berkeley County School Board is very cooperative."

Like Love at The News-Enterprise, Kruger finds that funding is the most difficult task.

But it does appear that he has used his newspaper's small size to best advantage. Each year, the paper holds a breakfast meeting for teachers and principals to introduce them to the NIE program. At PTA meetings, staff members show a videotape presentation of a classroom in which newspapers are used as part of the regular curriculum.

Copies of the newspapers are now distributed to all middle schools and high schools in the Martinsburg area. The Evening Journal publishes all three high school newspapers, providing students with a first-hand opportunity to observe and to use the newspaper's equipment. □

Deigh is publications specialist for ANPA Foundation.

Financial help sought for scholastic groups

Dow Jones & Co. Inc. and the Gannett Newspaper Foundation have pledged $7,500 to the National Scholastic Press Association and the Associated Collegiate Press to help them through a financial "crisis situation" that threatens their existence.

ANPA Foundation has offered assistance in finding additional funds from the newspaper business.

Gerald Kline, director of the University of Minnesota School of Journalism and new chairman of the NSPA/ACP board, said the money will help scholastic journalism organizations achieve a more realistic budgeting and accounting system.

It also will help sustain them until changes in administration allow them to continue and to improve the services provided to high schools and colleges. □

AAAA ad standards recommended

By William D. Rinehart
and Frank J. Stanczak

In order to simplify and to encourage the placement of national and regional advertising in newspapers, the ANPA Board of Directors has voted to discontinue use of the national Advertising Dimension Standards system as of June 1[illegible].

In its place, ANPA recommends that newspapers now adopt the American Association of Advertising Agencies' *AAAA Size Standard for Preparing National Newspaper Advertising Material*.

The Board action—on the recommendation of the ANPA Production Management Committee, the International Newspaper Advertising Executives and the Newspaper Advertising Bureau—was based on the fact that the six ADS standards have become obsolete and that the three AAAA sizes fit current newspaper page-size trends more accurately.

Adoption of the AAAA system will not affect either the internal operations or the make-up sizes of individual newspapers. To make the switch, no mechanical changeover or internal action is required by any newspaper. Newspapers have been receiving national ads sized to the AAAA standard for several years already.

Newspaper management simply should stop listing its ADS designation in its promotion ads and in its report to the Standard Rate and Data Service.

In addition, daily newspapers should be certain to respond accurately when SRDS contacts them in coming months requesting current page make-up sizes for inclusion in its June 1980 issues of *Newspaper Rates and Data* and *Print Media Production Data*. NAB also should be furnished the same information.

The ADS system was established in July 1975 by ANPA and NAB to assist advertisers who were having format and sizing problems in large part because of the shifts by many newspapers in 1974-75 to narrower page widths. The system consists of six different make-up dimension ranges—three for 8- and 9-column papers and three for 6-column papers. Eventually, 1,347 newspapers participated in ADS by reporting their dimension categories to NAB and by using ADS logos in their rate cards and in Editor & Publisher and SRDS.

ADS sizes became obsolete for two basic reasons:

1. In the five years since the system began, the trend toward narrower newspaper pages has continued and is accelerating; thus, the ADS sizes no longer accommodate all newspapers.

2. When ADS began, most newspapers receiving national ads were using the stereotype process requiring larger ad materials to accommodate shrinkage. Most papers now have abandoned stereotype, thereby changing their ad size requirement.

The AAAA standards were developed by the AAAA's Print Production Committee with the assistance of the ANPA Research Institute staff. Because there are only three size standards, the AAAA system makes it easier and less costly for national advertisers to prepare their materials compatible with current newspaper page make-up formats, newsprint roll widths and plate technology.

The three different AAAA advertising page width, make-up sizes are small (13 inches), medium (13 3/4 inches) and large (14 1/2 inches). (See chart on this page.) These three coincide in most newspapers with newsprint roll widths of 55 inches, 58 inches and 61 inches, respectively.

Many national advertisers have asked the newspaper business to consider adopting a single page size for all newspaper advertising. This matter is being studied by the ANPA/RI staff and by the Production Management Committee.

ANPA recommends, at this time, that any newspaper contemplating a format or page-size change should consider one which will conform to the AAAA's standards.

In the past, composition methods dictated that any format chosen for news also had to be used for advertising. Today, however, computer-controlled phototypesetting operations enable management to select one format for news and another for ads. For example, many newspapers now use a 6-column format for news, 8-column for display advertising and 10-column for classified ads.

Thus, a format change compatible with the AAAA standards would not restrict the news format designer, but it would make the newspaper easier to use for the national or regional advertiser. At the same time, it could eliminate or reduce excessive white space or floating that may surround an ad.

ANPA recommends that newspapers carefully check their make-up size listings in the Standard Rate and Data Service publications and at the Newspaper Advertising Bureau so that national and regional advertisers are assured that ad material they are preparing for any newspaper is in the correct size.

SRDS is located at 5201 Old Orchard Road, Skokie, Ill. 60076; and the NAB is at 485 Lexington Ave., New York, N.Y. 10017.

Copies of the AAAA standards and assistance to ANPA members regarding format changes are available from Frank J. Stanczak, Production Department, ANPA Research Institute, 1350 Sullivan Trail, P.O. Box 598, Easton, Pa. 18042; (215) 253-6155. □

The AAAA size standard for preparing national newspaper advertising material[1]

Newspaper Makeup Width	13" to 13 11/16"	13 3/4" to 14 7/16"	14 1/2" and wider
Columns	Small	Medium	Large
1	1 1/2"	1 5/8"	1 11/16"
2	3 1/8"	3 5/16"	3 1/2"
3	4 5/16"	4 7/8"	5 1/8"
4	6 5/16"	6 11/16"	7 1/16"
5	7 15/16"	8 7/16"	8 7/8"
6	9 5/8"	10 3/16"	10 3/4"
7	10 15/16"	11 13/16"	12 7/16"
8	13"	13 3/4"	14 1/2"

[1] While this chart has an 8-column breakdown, it can also be used for sizing material for 6-column and 9-column newspapers. Material sizes for 5- or 6-column tabloids also can be taken from this chart.

Sizes L (Large), M (Medium) and S (Small) were called A, B and C under the 1975 Interim Standard.

Rinehart is ANPA vice president/technical; Stanczak is a production engineer at ANPA/RI.

AAAA saluted for developing new standards

The ANPA Board of Directors at its February meeting commended the AAAA Print Production Committee and Newspaper Format Subcommittee "for their outstanding work in developing the *AAAA Size Standard for Preparing National Newspaper Advertising Material.*"

The following people were instrumental in developing this system:

Print Production Committee

Thomas J. Cochrane, J. Walter Thompson & Co., New York, chairman; Donald Insull, William Esty Co. Inc., New York, vice chairman; Donald Demarest, Young & Rubicam Inc., New York; John J. Ditton, Foote, Cone & Belding, Chicago; Michael J. Dolan, McCann-Erickson Worldwide, New York; William James, Dancer Fitzgerald Sample Inc., New York; James Jenkinson, Sawdon & Bess Advertising Inc., New York; Robert J. Kohlbrenner, NW Ayer ABH International, New York; Gary J. Korn, BBDO International Inc., New York.

Also, Carmine Marino, Needham, Harper and Steers Inc., New York; Burton Morgan, Ogilvy & Mather Inc., New York; Tino Pelino, Cunningham & Walsh Inc., New York; Martin Rifkin, Benton & Bowles Inc., New York; Thomas F. Roche, Grey Advertising Inc., New York; Bernard Ryan, Doyle Dane Bernbach International Inc., New York; Seymour Serle, Leber Katz Partners, New York; John F. Sharkey, Ted Bates & Co. Inc., New York; Irwin S. Soliday, Leo Burnett Co. Inc., Chicago; Jerry Wertans, Metzdorf Advertising Agency Inc., Houston; Carl B. Wheeler, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.; Gloria A. Lanza, AAAA, secretary to committee.

Newspaper Format Subcommittee

Thurman R. Pierce Jr., J. Walter Thompson Co., New York, chairman; Jack Cohen, Doyle Dane Bernbach International Inc., New York; Thomas Reddy, William Esty Co. Inc., New York; Klaus Schmidt, Young & Rubicam Inc., New York; Cochrane, Insull, Sharkey and Lanza. □

Los Angeles Times, FTC confirm settlement talks

Attorneys for the Federal Trade Commission and the Los Angeles Times are engaged in discussions aimed at settling a complaint by the agency against the newspaper's practice of charging discount rates to large-volume advertisers.

A hearing on the complaint, originally brought in August 1977, had been scheduled for last June before an FTC administrative law judge, but it was removed from the calendar without explanation.

Los Angeles Times Vice President and General Counsel Robert C. Lobdell confirmed to **presstime** that the newspaper is engaged in settlement discussions with the FTC, but he said, "It would not be appropriate to comment on the settlement discussions themselves."

Lobdell noted that if the terms of a settlement are agreed upon between the Times and attorneys for the FTC, and if the full commission is receptive to those terms, they would become a matter of public record and there would be a public comment period as provided by law.

An FTC attorney close to the case labeled as "in general an accurate story" and "not misleading" an article in The Washington Star which reported that "one of the sticking points (in the negotiations) is how to set up advertising rates to reflect the difference in costs of publishing ads between large volume and less frequent advertisers." The story also quoted an unnamed top-ranking FTC official as being concerned that the agreement "set a sufficiently clear guideline for the rest of the industry." □

Classified readers identified as young, affluent adults

The classified advertising pages of a newspaper are most likely to be read by young, affluent, college-educated adults —and in a week, nearly 60 percent of all adult readers will be attracted to this type of advertising, according to a recent study of 1,273 adults. Sponsored by the Newsprint Information Committee, the study was designed and supervised by the Newspaper Advertising Bureau and conducted by the Response Analysis Corp. of Princeton, N.J.

"A National Study of Classified Advertising Readership and Prospect Status" is available for $3 from the Research Department, NAB, 485 Lexington Ave., New York, N.Y. 10017. □

1979 ad revenues were $14.5 billion

Daily newspaper advertising revenues in 1979 exceeded expectations in aggregate and in all individual classifications.

According to preliminary estimates by the Newspaper Advertising Bureau, total advertising expenditures amounted to $14.5 billion, up 13.8 percent from 1978. In early 1979, NAB had projected that expenditures would be just under $13.9 billion.

For the year, national advertising was up 16.3 percent to $2.1 billion; retail rose 11.4 percent to $7.8 billion; and classified increased 17.1 percent to $4.6 billion.

NAB has projected 1980 daily newspaper ad revenues at $15.9 billion [**presstime,** February, page 31]. □

New kind of classified: political advertising

Political advertising in classifieds has proven "a solid success" for six newspapers whose programs are described in a new report.

The advertising has taken such forms as listings of candidates, classified display ads featuring candidates and get-out-the-vote messages sponsored by merchants.

The report, "Political Advertising in Classified," was published by SCAN (Selective Classified Advertising for Newspapers) Corp. of Peoria, Ill. It covers the experiences of newspapers in Baton Rouge and Shreveport, La., and Charleston, W.Va.

Copies are available from William Schroeder, SCAN vice president and director of publications, at (309) 692-1530. □

ABC balks at 'free' promotion

"Pay for Sunday and get the rest of the week free."

"Pay for the weekends and get the weekdays for free."

These one-liners are representative of a new circulation promotion trend that may soon be seen sprouting up around the country.

But the use of the word "free" by newspapers in Washington, D.C., has caused some consternation at the Audit Bureau of Circulations, leading to an ABC decision that "free" can be in the copy of the promotion only if it's not in the subscription contract, said ABC Senior Vice President and Assistant Managing Director Howard Kutz.

The subscription contract, which is included in promotional advertising for the circulation campaign, covers a trial period—typically, eight weeks—for which the subscriber agrees to pay only half the regular home-delivery rate.

The question about the word "free" arose following The Washington Post's fall 1978 circulation campaign that urged new subscribers to "Pay for Sunday and get the rest of the week free," said Post Promotion Director Mary Ann Tortorello.

The ABC found that campaign acceptable. But when the Post sought clearance for a similar campaign last fall, the bureau balked, Tortorello said.

However, the Post's competition, The Washington Star, recently began enticing new subscribers with a jingle inviting them to "Pay for the weekends and get the weekdays for free." So the Post went back to the ABC and said, in effect, "Hey, wait a minute. If it's OK for the Star, then it's gotta be OK for us," according to Tortorello.

The ABC agreed to take a "second look" at the use of the word "free." The bureau decided that the important factor is that in such promotions, the contract must cover entire weeks—not just the weekends or weekdays promoted in the advertising.

"You have some license on what you say in the promotion as long as the seven-day contract is for seven days," Kutz emphasized.

He added that "the best advice I can give is that there is a free service here (at the bureau) to look at any of these offers to see if they're OK."

Both the Star and the Post described their promotions as "very successful." Tortorello, the originator of the "free" concept, said she has received requests for details from newspapers across the nation. □

INPA produces book on ad presentations

The International Newspaper Promotion Association has published a new book on advertising presentations, written by Paul Hirt, vice president of promotion for the Chicago Sun-Times.

Newspaper Presentations—A Marketing Approach offers detailed suggestions on the use of resources, techniques, competitive gambits and creative procedures.

It is available at a cost of $15 for INPA members and $25 for non-members from INPA, 11600 Sunrise Valley Drive, Reston, Va. 22091. □

Promo highlights crisis in Iran

The Wate town (S.D.) Public Opinion recently came up with a new twist on how to highlight the crisis in Iran.

On the 100th day of captivity for the American hostages, the 17,652-circulation afternoon daily published a day-by-day account of the crisis. It took up a full page—and the space was sold to a local advertiser. The display included a color overprint of an American flag.

News Editor Gordon Garnos said the idea started as a straight editorial feature and took off from there.

According to General Manager John R. Lowrie, "Reception was immediate, and the reaction after publishing the page (was) extremely positive.

"In this age of newsprint selling about like 'gold' and all supplies skyrocketing, perhaps more of these 'news-type' pages can be sponsored by local, area or even national advertisers," Lowrie suggested. □

Campaign focuses on state history

The State newspaper of Columbia, S.C., has launched a "Know Your State" promotional campaign which aims to teach children about South Carolina.

The program links South Carolina's history with the state's government, economics, geography and sociology.

Endorsed by the South Carolina Department of Education, "Know Your State" can be used in the classroom or at home. It features articles about South Carolina which appear weekly in The State.

An extensive, in-paper promotional campaign coupled with a mailing of an educational packet to school principals yielded orders for more than 73,000 additional copies of The State during the first two weeks of the promotion, newspaper officials said.

For more information on "Know Your State" and how it might be adapted for other newspapers, contact Johnnie West (803) 771-8320 or Thomas Privett (803) 771-8600 at Columbia Newspapers Inc., P.O. Box 1333, Columbia, S.C. 29202. □

Array of 'Know Your State' materials

Union discipline of supervisors ruled unlawful

By Clark Newsom
presstime labor writer

New York Newspaper Printing Pressmen's Union No. 2 violated the Taft-Hartley Act by suspending from membership two supervisors who crossed picket lines and worked during strikes against the New York Daily News, an administrative law judge has ruled.

The decision resulted from charges filed by the Daily News with the National Labor Relations Board, alleging that the union had violated the act by disciplining Howard Hopkins, superintendent of the Brooklyn pressroom, and Francis R. Walsh, the company's production manager/manufacturing.

Administrative Law Judge Benjamin Schlesinger found that both men were protected under Section 8(b)(1)(B) of the act, which prohibits a union from restraining or coercing an employer in the selection of representatives for collective bargaining and grievance adjusting.

The case involved a four-day strike by The Newspaper Guild in June 1978 and an 88-day strike by the pressmen that began two months later. Walsh worked during the Guild strike, against the advice of the pressmen's union, as did George C. Maher, the superintendent of the Manhattan pressroom.

The complaint also included Maher, who had received a suspension notice; but it was found that he had been lawfully suspended from the union in 1977, and the judge recommended dismissal of the allegation pertaining to him.

Hopkins was suspended for working during the pressmen's strike.

The union argued that Walsh was suspended solely because he performed rank-and-file work during the June strike. Hopkins, the union argued, was suspended because he did not pay his dues on time; and Maher's suspension was announced to the membership to avoid a claim for strike benefits. Judge Schlesinger rejected all of those arguments.

In his January decision, he found that Walsh performed "only the barest of rank-and-file work, clearly no more than he did before the strike and, as a result, should not have been suspended by the union."

The underlying legal considerations included a 1979 NLRB case involving The Washington Post [*Columbia Typographical Union No. 101*, ANPA Labor and Personnel Relations Bulletin 6531, page 148].

"The amount of rank-and-file work meets two of the tests of *Columbia Typographical*, adopted by four Board members: it was no more than minimal and no more than Walsh normally did prior to the strike," the judge noted.

Walsh's suspension resulted in the loss of valuable disability, death and pension benefits, Schlesinger observed, and internal union proceedings which could lead to reinstatement and restoration of benefits might cause him to compromise the company's position in a given situation.

In rejecting the union's explanation for

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Hopkins' suspension, the judge found that "the only motive for his suspension was that he worked for the News in disregard of the union's orders and directions to strike the Employer. No one contends that he did any rank-and-file work, and I find that he did not do so because there was none. He should not have been suspended from membership."

Schlesinger also held that an independent violation of the act occurred when the union summoned Hopkins to appear before its executive board. The summons, when coupled with the suspension, was clearly intended to coerce and restrain Hopkins in his future conduct, the judge said.

The announcement of Maher's suspension did not violate the act, Schlesinger found, because he had been suspended in 1977, "and the union should not be held to have violated the Act merely because other supervisors make a mistaken assumption about the reason for Maher's lawful suspension."

The judge recommended, among other things, that the board order the union to "cease and desist" from restraining or coercing the News, reinstate Hopkins and Walsh to full membership upon payment of dues, restore any benefits lost and expunge all records of their suspensions.

(New York Newspaper Printing Pressmen's Union No. 2 and New York News Inc., Case 2-CB-7582, JD-1-80) □

NLRB Elections

Oswego (N.Y.) Palladium Times, SEIU: A unit of advertising, editorial, circulation and business office employees voted 13-10 in favor of representation by Local 200 of the Service Employees International Union.

(NLRB Case No. 3-RC-7624)

Warren (Ohio) Tribune Chronicle, UFCW: A unit of all employees voted 143-82 against representation by Local 298 of the United Food and Commercial Workers Union.

(NLRB Case No. 8-RC-12000)

Casa Grande (Ariz.) Dispatch, ITU: A unit of all production employees voted 9-4 against representation by Typographical Union No. 352.

(NLRB Case No. 28-RC-3760)

Union did not violate act by fining supervisor-member, NLRB judge rules

Teamsters Local 296 did not violate the Taft-Hartley Act by fining a supervisor/member of the San Jose (Calif.) Mercury and News for performing bargaining-unit work prior to the start of the scheduled workday, according to a recent decision by an NLRB administrative law judge.

The company which publishes the San Jose newspapers, Northwest Publications Inc., is appealing the decision to the board.

The union fined the supervisor $250 ($150 of which was suspended) following internal union charges filed against him by employees in the bargaining unit who contended that "donating time" was contrary to union principles. On the advice of the company, the newsprint warehouse supervisor, Robert O'Donnell, did not appear before the union's executive board to face charges of "working off the clock," but paid the $100 fine under protest.

The company subsequently filed charges with the NLRB, and a complaint against the union was issued alleging a violation of Section 8(b)(1)(B) of the act, which makes it an unfair labor practice for a union "to restrain or coerce . . . an employer in the selection of his representatives for the purposes of collective bargaining or the adjustment of grievances. . . ."

The administrative law judge, Timothy D. Nelson, noted that in recent cases the board has focused on the question of whether union discipline of a supervisor/member has an adverse "carry-over" effect on the supervisor's exercise of 8(b)(1)(B) duties. Nelson concluded that the fine levied against O'Donnell "could not possibly be construed" as having any such effect.

He noted that "employers who elect to permit their supervisors to become union members must, of necessity, 'pay a price' —the price being in cases such as this that their supervisors are just as vulnerable to internal union discipline for performing bargaining unit work off the clock as are nonsupervisory members of the same union."

Nelson recommended that the board dismiss the complaint against the union.

(Teamsters Local 296 and Northwest Publications Inc., Case 32-CB-513, JD-SF-3-80) □

Wilkes-Barre unions ordered to stop strike violence

The NLRB has ordered four unions striking the Wilkes-Barre (Pa.) Times Leader to "cease and desist" from certain unlawful strike activity, including physical violence and damage to property.

Newspaper Guild Local 120, Pressmen's Local 137, Stereotypers' Local 139 and Typographical Local 187 struck the Times Leader Oct. 6, 1978 [**presstime,** November, page 40]. The newspaper is continuing publication.

The Jan. 24 NLRB order was the result of a "settlement stipulation" between the NLRB general counsel and the unions, in which the unions agreed to refrain from:

- assaulting employees of the Wilkes-Barre Publishing Co. and employees of firms doing business with the company
- threatening bodily harm to the newspaper's employees
- damaging vehicles or property of the company
- following individuals or vehicles "for the purpose of harassing individuals or employees being transported" in the vehicles
- blocking access to company premises or to that of firms doing business with the company
- "restraining or coercing" employees of the newspaper or other firms "in any other manner or by any other means."

A three-member NLRB panel which approved the settlement, said, "We are satisfied that the stipulation fully remedies the allegations of the complaint, providing as it does for the entry of a formal Board Order and a consent court judgment."

(Wilkes-Barre Printing Pressmen and Assistants Union, Local 137 et al. and Wilkes-Barre Publishing Co., Cases 4-CB-3596 et al., DS-1309) □

NLRB regional director says supervisors belong in unit

The Wilkes-Barre (Pa.) Times Leader is appealing a decision of an acting NLRB regional director who dismissed the company's petition to clarify the bargaining unit represented by Newspaper Guild Local 120 by excluding certain Circulation Department employees.

The union is one of four that have been striking the newspaper since Oct. 6, 1978.

The company is seeking to exclude about 14 Circulation Department district supervisors and the assistant circulation manager as either statutory supervisors or as managerial employees.

Francis W. Hoeber, the Philadelphia-based acting regional director, concluded that carriers delivering the newspaper are independent contractors rather than employees; therefore, he ruled, district supervisors could not be supervisors within the meaning of the National Labor Relations Act.

Hoeber also rejected the company's alternate contention that district supervisors should be excluded as managerial employees because they enter into contracts with carriers and have authority in their districts to carry out the company's policies.

Hoeber noted that at no time during the 40-year bargaining history between the company and union "has the Employer applied the terms of any collective bargaining agreement to the carriers."

Prior to filing the petition, he observed, the company had always characterized the carriers as "little merchants" and had instructed the district supervisors not to speak of "hiring" or "firing" carriers, but rather to say they "put a carrier under contract" or terminated a route lease.

In determining whether individuals are independent contractors or employees, the NLRB applies a "right-of-control" test, judging whether the person for whom the services are performed retains the right to control the manner and means by which the result is to be accomplished, or whether that person controls only the result.

The regional director found that the company "controls only the result of its carriers' services, and not the means by which they are performed."

According to the decision, the assistant circulation manager performs primarily routine clerical duties and does not have the authority to hire, fire or discipline employees. Hoeber also found no evidence that the individual "has the authority to formulate, determine, or effectuate" the company's policies with respect to employee-relations matters. Therefore, the individual was neither a supervisor nor a managerial employee, he held.

The company and the union stipulated that two secretaries should be excluded from the unit as confidential employees, and they were so excluded in the decision.

(Wilkes-Barre Publishing Co. and Wilkes-Barre Newspaper Guild Local 120, Case 4-UC-106) □

Fort Wayne newspapers ordered to bargain over mailers' contract

Adopting an administrative law judge's recommendation, the NLRB has ordered Fort Wayne (Ind.) Newspapers Inc. to bargain with Typographical Union No. 78.

The union represents a unit of mailroom employees at the newspapers. The judge issued his recommended order last fall [**presstime,** November, page 40].

The company had refused to bargain on grounds that it had a good-faith doubt of the union's continued majority status. Fifteen of the 26 unit employees had signed a petition informing the company that they no longer desired representation by the union. In addition, only nine of the employees were union members.

The NLRB, however, found the employees' petition was "tainted" because a foreman had promised some of the mailers economic benefits if they signed it. Also, the fact that only about one-third of the employees belonged to the union was, under board precedent, an insufficient reason to refuse to bargain.

(Fort Wayne Newspapers Inc., 247 NLRB No. 85) □

NLRB adopts new policy on arbitration

The NLRB has reversed a five-year-old policy on deferral to arbitration awards in cases involving discharge or other discipline.

A 3-1 majority ruled that the board no longer will consider deferring to an award unless any unfair-labor-practice issue involved had been presented to and considered by the arbitrator.

A different board majority had said in 1974 that it would honor an award even if the arbitrator failed to rule on any unlawful motivation issue if that issue could have been raised in the arbitration proceeding [ANPA Labor and Personnel Relations Bulletin 6377, page 604].

The new board majority, composed of Chairman John H. Fanning and members Howard Jenkins Jr. and John C. Truesdale, said the earlier decision was an unwarranted extension of the board's "Spielberg" doctrine—which encourages deferral to arbitration awards—and amounted to an improper delegation of the board's responsibility to decide unfair labor practice cases.

The majority added that the board "can no longer adhere to a doctrine which forces employees in arbitration proceedings to seek simultaneous vindication of private contractual rights and public statutory rights, or risk waiving the latter."

Member John A. Penello, a member of the 1974 majority, dissented in the recent decision. He said it "flies in the face of Board experience, reintroduces the spectre of unwarranted multiple litigation, and contravenes the purpose of encouraging collective bargaining to which they (his colleagues) are committed by the (Taft-Hartley) Act."

Penello went on to say that the failure to give finality to arbitration decisions "will inevitably discourage reliance on the arbitral process and will thereby rob individuals of an alternative to the Board."

(Suburban Motor Freight Inc., 247 NLRB No. 2) □

Button-pushing jurisdictional dispute resolved in favor of deliverers' union

A dispute over whether a driver or a mailer should push the control button which stops the automated distribution system in the Carlstadt, N.J., plant of The New York Times has been resolved in favor of the drivers.

The company had filed charges with the NLRB after Mailers' Union No. 6 and the Newspaper & Mail Deliverers' Union threatened work stoppages over jurisdiction.

The Jan. 28 decision by a three-member NLRB panel upheld the company's assignment of the work.

In the distribution system, the newspapers are moved along conveyor belts, known as "press tying lines," stacked, wrapped, tied in bundles and ejected onto mini-railroad cars. They are ejected from the press tying lines by a bundle-entry device, or "BED." The bundles then are loaded automatically on delivery trucks. Two employees are assigned to each press tying line. One monitors the tying machine and the other is stationed at the BED. The latter ensures that the bundles are correctly positioned on the conveyor and can stop the line and the BED by pressing a button at his station.

On all runs designated for national or suburban circulation, an employee represented by the Mailers is stationed at the tying machine, and an employee represented by the Deliverers is stationed at the BED.

The dispute arose last June when the company began printing newspapers for city distribution and assigned employees represented by the Deliverers to both stations.

The company's labor agreement with the Deliverers gives that union exclusive jurisdiction over the press tying lines on all city-circulation runs.

The board panel noted that if it awarded jurisdiction to the Mailers, it would require an additional employee at the BED station solely to stop the line when directed to do so by an employee represented by the Deliverers. The order to stop the line would be given only if the BED was functioning improperly or the employee represented by the Deliverers felt it was necessary in order to safely clear a jam. The company's assignment of the work gives the responsibility for stopping the press tying line to the same employee responsible for seeing that the bundles are positioned correctly on the line.

In ruling for the Deliverers, the panel relied on the factors of the company's preference and assignment, the labor agreements, practice and efficiency of operation.

(Newspaper & Mail Deliverers' Union of New York & Vicinity and New York Times Newspaper Division of The New York Times Co. and New York Mailers' Union No. 6, 247 NLRB No. 80) □

House passes bill on religious objections to union

The House has passed a bill (HR 4774) that would amend the Taft-Hartley Act to provide that persons holding religious objections to joining a union cannot be required to do so as a condition of employment.

The bill will be considered by the Senate Committee on Labor and Human Resources.

The Taft-Hartley Act now provides in Section 19 that employees of health-care institutions who conscientiously hold religious beliefs that preclude membership in a union are exempt from union-security provisions.

HR 4774 would expand Section 19 to cover all employees.

Exempt employees could be required by a labor agreement to pay sums equal to union dues to a charitable fund. Such employees also could be required to reimburse a union for the costs of arbitration proceedings if they request representation by the union.

The proposal would exempt any employee who is a member of and adheres to the teachings of a bona fide religion, body or sect which historically has held conscientious objections to joining or financially supporting labor organizations.

The House approved the bill in February by a 349-15 vote. □

Recent contract settlements

Toronto Globe and Mail, Guild: Three-year agreement retroactive to July 1, 1979.

Toronto Star, Guild: 37-month contract retroactive to July 1, 1979.

(Details in ANPA Labor and Personnel Relations Department Labor Letters Nos. 1597, Jan. 25, and 1598, Feb. 11.)

Scholarships part of EEOC settlement

Daily Press Inc. of Newport News, Va., has agreed to establish a $50,000 scholarship program for black journalism students as part of settlement in a class action suit charging the company with racial discrimination in hiring, promotion and classification.

The suit had been filed in federal court by the U.S. Equal Employment Opportunity Commission.

"This is the first time we've had an instance in which it (establishment of a scholarship program) was provisional to a consent decree in a class action suit filed by EEOC," said commission spokesman Don Lott.

Daily Press Inc. general manager Norman L. Freeman said he was "happy" with the outcome, noting it was the company's idea to establish the scholarship fund. Daily Press Inc. publishes the Daily Press and The Times-Herald of Newport News.

Freeman said that three reporters of the newspapers' 100-member reportorial staff are black and that Daily Press Inc. needs five more to meet its affirmative-action quota of eight. The firm hopes participants in the scholarship program eventually will join the staff to help meet that quota, Freeman said.

Under terms of the agreement, the company does not admit violating federal equal employment laws.

EEOC Chair Eleanor Holmes Norton said the scholarship program is "an important device for augmenting the pool of professionals in an industry which needs

to do more to encourage minority participation at all levels."

The scholarship program will make available four $2,500 scholarships each year over the next five years. Grants will be established for training minority journalism students at Howard University in Washington, Hampton Institute in Hampton, Va., Virginia Commonwealth University in Richmond, Va., and at another school of a student's choice selected on a yearly basis.

The newspaper also agreed to increase minority representation in almost all job categories over the next five years, and to hire one summer intern per scholarship for a 10-week pericd of job training at the Daily Press or The Times-Herald.

Daily Press Inc. also will hire a full-time equal employment opportunity specialist and provide semi-annual reports to the EEOC on the progress of its minority-directed efforts. □

Stereotypers not required to join photoengravers' union when given work in their area

Stereotypers assigned by the New York Daily News to work within the jurisdiction of the photoengravers' union will not be required to join that union as the result of a recent arbitration decision.

According to the decision, a stereotyper's obligation to join the Graphics Arts International Union is "satisfied" by payment of dues and initiation fees. The fees, however, will be paid by the company.

Arbitrator Thomas G. S. Christensen said his ruling in the dispute between the company and the GAIU was consistent with the fact that the parties had agreed contractually that the company is liable for dues and initiation fees required to be paid by union members to other unions as a result of the company's assignments.

The arbiter noted that the introduction of new machines and processes had "drasticaliy affected" the division of work among members of the various craft unions. The Letterflex platemaking process at the Daily News had been assigned to the photoengravers, displacing a number of stereotypers. Designated stereotypers were assured continued employment under job-security guarantees; one condition of the guarantee was that they might be assigned to jobs elsewhere in the plant.

"At the time this dispute became critical," Christensen said, "at least 19 stereotypers had thus been assigned to work now falling within the photoengraving jurisdiction of the union."

An agreement with the GAIU provides that transferred employees "shall be subject to the terms and conditions of all the agreements" between the company and the union.

The dispute arose when the union posted a notice on Nov. 5, 1979, announcing that "all employees working in the Photo-Engraving Department as of Nov. 15, 1979 must be members of the New York Lithographers' and Photo-Engravers' Union 1-P by that date."

The union representing the stereotypers then posted a notice containing the advice of its counsel "that stereotypers have no obligation to become full-fledged members of other unions."

The parties were unable to resolve the matter and agreed to an expedited arbitration.

"As the cases cited by counsel for the Publisher in its brief demonstrate, and as my own research confirms, it has been the consistent position of the Board (NLRB) and the courts that the tender of dues and initiation fees is the sole obligation which can be legally asserted in the name of 'membership,'" Christensen said. □

1976 sex discrimination suit settled by Cleveland Press

A federal district court judge recently approved an agreement between The Cleveland Press and the Equal Employment Opportunity Commission resolving all issues raised by the agency in a 1976 sex discrimination suit.

The consent decree specifies that the newspaper has not admitted any violation of Title VII of the Civil Rights Act of 1964 "or any other law."

It also calls for monetary relief totaling $2,978 for the female grievants.

The civil action, which was related to employment practices, was based on a complaint by female employees represented by the Cleveland Newspaper Guild. The union, however, was not a party to the proceedings and has attacked the consent decree as "inadequate and inferior."

Initially, the union had declined to become a party to the suit, but about two years later it asked the court to be included. The Press opposed the union's petition, and the court dismissed it.

Under the settlement signed by the parties and approved by U.S. District Court Judge William K. Thomas, the company will implement several changes in hiring, promotion and educational assistance programs. A job-posting system will be established for all permanent, full-time positions to be filled within the jurisdiction of the Guild as described in the current labor agreement.

The Press will grant full reimbursement, including books, tuition and fees, to any employee who successfully completes a job-related college or technical course which is closely related to his or her work and which benefits the newspaper. The amount to be allocated annually for tuition reimbursement will be at the discretion of the company.

The Press will continue to award merit pay on the basis of individual capabilities, qualifications and achievements.

The consent decree will be in force for three years. During this time, the court will maintain a continuing jurisdiction over the matter and receive all reports stipulated in the decree.

(EEOC v. E. W. Scripps Co., USDC Northern District of Ohio, Eastern Division, Civil Action No. 76-1222) □

Arbitrator supports 3 mailers in dispute over EEOC accord

Three mailers were improperly denied employment opportunities when The Blade of Toledo, Ohio, refused to allow them to tender their international union "traveling cards" in the mailroom, Arbitrator Harry J. Dworkin recently decided.

The company maintained that a "settlement agreement" with the Equal Employment Opportunity Commission requiring preferential treatment of minority-group members and women took precedence over past hiring practices and the union's bylaws. However, Dworkin agreed with the union that the EEOC agreement was not intended to nullify existing labor-contract provisions and long-established hiring practices.

Mailers' Union No. 35 was one of 14 unions at the newspaper which had entered into the EEOC agreement. Both the union and the company sought clarification from the arbitrator of their respective rights, obligations and responsibilities in light of the labor and EEOC agreements.

The arbiter noted that under the labor pact, "all existing past practices must remain in effect" throughout the life of the agreement. "Accordingly," he said, "a journeyman traveler mailer who deposits, or tenders, his International Traveler Card is contractually entitled to have his ITC 'accepted' and the individual accorded rights equivalent to that [of] a regular member of the local union or chapel, although placed at the bottom of the priority, or seniority, list."

The EEOC agreement was a binding, supplemental agreement to the labor contract, and provisions dealing with the same subject matter should be reconciled, Dworkin said.

He noted that the EEOC agreement "expresses the intent to keep intact any and all provisions of an existing collective-bargaining agreement which do not discriminate in employment either directly or indirectly."

The required affirmative-action program, he noted, was limited to those jobs which the company "does not anticipate will be filled by employees . . . pursuant to the applicable bargaining agreement."

Therefore, Dworkin said, it was apparent that the settlement agreement was not designed to change the procedures and conditions of employment set forth in the labor agreement, including the restriction against modification of existing past practices.

He directed that the mailers be reimbursed for any lost earnings. □

Newspaper sustained on sick leave pay

The Birmingham (Ala.) News Co. properly denied paid sick leave to two employees who had not worked two-thirds of their scheduled workdays in the three-month period preceding their illnesses, Arbitrator William H. Mills ruled in a recent award.

Typographical Union No. 104 had filed a grievance contending that the two situation holders were entitled to accrued sick leave pay even though they had not fulfilled the contract requirement that two-thirds of the schedule be worked. Sick leave earned by continuous service was a "vested right," the union argued.

The company contended that an employee could have accrued sick leave but still be ineligible to receive it because of the contractual-eligibility requirement.

Arbiter Mills concluded that the meaning of the contract language in question was clear, and thus there was no need to consider other contractual provisions to determine what the parties meant by the language.

"This construction is consistent with an obvious purpose of the provision . . . the encouragement of regular work attendance and the discouragement of absenteeism," he said. "Construing the language to be an eligibility requirement has the effect of encouraging attendance and discouraging absenteeism as to any employee. If the restriction related only to the accumulation of sick leave days it would have no effect on an employee who had already accumulated the maximum days of sick leave allowed." □

Publisher upheld on Sunday pay

The Blade of Toledo, Ohio, properly paid a maintenance department employee for work performed on a Sunday, Arbitrator Jeffrey A. Belkin has ruled.

The grievant, represented by the International Brotherhood of Electrical Workers, was called to come in at 6 a.m. Sunday, March 18, 1979. He was on the premises from 6 a.m. to 6 p.m. Later that evening, his supervisor called and asked him to return. The grievant worked from 11 p.m. until 1:30 a.m.

For the 6 a.m.-6 p.m. time period, he was paid 11-1/2 hours at double time, plus lunch. For the time period 11 p.m. to 1:30 a.m. he was paid two and one-half hours at double time, plus $2 "call back" pay.

The union contended that he should have been paid four hours at double time for the time between 11 p.m. and 1:30 a.m., under contract section 3(c), which stated: "An employee called in to work on his off-day or night will be hired for no less than a full shift, provided men called in on Sunday . . . shall receive a minimum of four hours pay at two (2) times the regular rates of wages."

"Resolution of this grievance depends on whether the grievant's return to work on the night of March 18 constituted a 'call in' or a 'call back,' " the arbiter said. "The grievant had already been 'called in' that morning, and had been given more than a full shift of work at double time, plus a paid lunch. If the union's position were correct, and the grievant's return at 11 p.m. constituted a 'call in,' the result would be two 'call ins' on the same work day. Such a result is clearly not contemplated in Section 3(c) of the bargaining agreement."

Belkin, in his December ruling, concluded that the company had satisfied its obligations when it provided the grievant with a full shift of work at double time. His return to work at 11 p.m. that Sunday night was in response to a "call back," a situation covered by another section of the contract. □

Arbiter sustains discharge of 3 for making threats

The Knoxville (Tenn.) News-Sentinel properly discharged three mailers for threatening another mailer who had resigned from Mailers' Union No. 83, an arbitration panel ruled Jan. 2.

Howard M. Fitch, chairman of the panel, said the company "sums it up on page 33 of its very well organized brief as follows, 'The bottom line is that these three grievants engaged in a plan which purpose was to threaten, harass and intimidate a fellow employee—and that is intolerable behavior under any standards of industrial common law.' "

The grievants were discharged for violation of posted office rules which prohibited, among other things, "disorderly conduct, whether on or off duty in this building or on the premises. . . ."

The mailers had threatened the employee in a parking lot, accusing him of "ratting" on them.

Fitch found the grievants' actions "were so 'work related' that they come within the line of prior arbitration awards that uphold discipline under such circumstances. The activity took place in the lot where many of the employees normally park their cars and it was just across the street from the company premises. It was immediately after working hours as the employees were getting in their cars to go home. It arose from the disputes of the work place. It vitally affected the work relationship. The intent of the confrontation was to force the nonunion employee to cease having contact with his supervisors and let the union officers decide what they wanted him to do and not do."

He concluded: "The company not only has the right to discharge employees who are harassing and intimidating another employee, it has the *duty* to do so. It has an obligation to provide a safe place for its employees to work." □

Court rules on seniority

A Supreme Court decision will strengthen union seniority systems. (See story, page 15.)

Demotion of salesman upheld on 'nonperformance' grounds

The Seattle Times did not violate its labor agreement with Pacific Northwest Newspaper Guild Local 82 by demoting an outside salesman to his old job of advertising scheduling clerk, Arbitrator Albert L. Gese has ruled.

"Without a showing of unreasonableness or discrimination," Gese said he would not substitute his judgment for that of management in evaluating the grievant's performance.

The grievant had been promoted to the sales job as the result of an award one year earlier by the same arbitrator.

The dispute centered around interpretation of the word "nonperformance" in the probationary language of the agreement.

The union argued that "nonperformance" should be read literally—to mean not performing the work.

"In the context of this dispute," Gese said, "if nonperformance is read to mean literally not performing, it would be virtually impossible for the employer to ever establish that an employee did not perform. An employee would practically only have to come to work to fulfill the requirement of performance."

Gese said that a literal interpretation "renders the clause practically meaningless from an employer's point of view;" a more reasonable interpretation, he added, "is one that gives the employer the right to transfer the employee back to the old job when the employee is unable to meet a reasonable set of evaluation standards for the new job."

The standards must be reasonable and related to the job, Gese noted. "While this arbitrator may choose a lower or higher standard," he said, "it is not the prerogative of an arbitrator to substitute his/her judgment for that of an employer when the employer's judgment was exercised reasonably."

The standards included aggressiveness, ability to work without supervision, attention to detail and personal characteristics.

It was up to the union to show that the standards were not reasonable or that they had not been applied fairly—and this the union had failed to do, Gese said.

The arbiter noted that the union was concerned with developing promotional opportunities for its members. "Given this concern," he said, "the union must keep in mind the concern that the employer has in making promotions when it has any question at all regarding an employee's qualifications.

"Unless the employer has some flexibility during the three-month probationary period, it will be most reluctant to make any questionable promotion. Frequently the employee in a borderline situation can do a fine job if he/she is only given the opportunity. Removing the probationary flexibility from the employer would probably not help the general promotional cause of the union." □

Additional arbitration decisions

Toledo (Ohio) Blade, IPGCU: Robert M. Rybolt ruled on two issues involving holidays: when a pressman works a "supplement shift" on his off day, or as an extra shift on an advance run, it should be counted as one of the four shifts in a holiday week (award for the union); when a pressman works his off day on overtime, that day is not counted as one of four shifts in a holiday week for purposes of making some other shift an overtime day (award for the company).

The New York Times, Deliverers: Stanley L. Aiges ruled, on the basis of past practice, that the publisher has the right to invoke the "status quo" or "no change in condition" provisions of the labor agreement.

New York Daily News, Guild: Howard G. Gamser ruled that a reduction in the staff of Multilith and proof-press operators did not violate the union's contract.

(Full texts of the decisions are available upon request to the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

Computer system tallies newsprint

By Joe Golant

As newsprint increases in cost and decreases in availability, it becomes that much more important for a newspaper to have accurate and timely information about its supply and use of paper.

ANPA Research Institute has developed a computerized newsprint inventory system that performs record-keeping and reporting tasks which have grown too costly or too unwieldy for manual processing. Called "Newsprint Inventory," the system is designed for newspapers for which it is practical to maintain an inventory on a per-roll basis (usually up to a daily circulation of 200,000).

The system maintains a complete inventory based on each roll of newsprint received by a newspaper, including such information as the roll number, size and weight; the invoice number; the supplier; the shipper and means of shipping; the price per unit weight; and where the roll is being stored.

Moreover, the system can go beyond basic inventory functions and provide information on roll *usage*. Newsprint Inventory records the date each roll was used, the press and unit on which it ran, and waste figures for the categories used in the ANPA/RI Quarterly Newsprint Waste Reports.

In addition, the system maintains data on the number of web breaks per roll, the down time for each web break and the cause of the break (according to established ANPA/Canadian Pulp and Paper Association newsprint defect classifications).

Newsprint Inventory also is capable of generating a wide variety of reports from the inventory and roll usage data it maintains. In a matter of minutes, management can receive printouts listing rolls received, rolls used or rolls on hand at any given time. Specific reports produced by the system on a line printer include:

- **Received Report**—A printout for rolls received showing such things as vendor, roll number, roll size, invoice number, invoice date, entered date, used date (if used), price, shipper, how shipped and warehouse location.
- **Used Report**—Consumed rolls listed by roll number, vendor, roll size, newspaper, used date, edition, press unit, waste, web breaks, defect types and total down time (or any combination of these data).
- **On-hand Report**—Unused rolls listed in the same format as the "Received Report." The sort options for requesting this report include combinations of vendor, storage location, invoice date and roll size.
- **Waste Report**—A completely automated version of the ANPA/RI Quarterly Newsprint Waste Report, listing the totals for each category of waste.
- **Summary Report**—Totals for roll counts, weight and newsprint dollar values reported for received, used and on-hand rolls. These totals can be broken down by vendor, usage type and roll size, or they can be combined for all vendors.
- **Web Break Report**—A summary of all web breaks during a specified period of time. The number of breaks and the types of newsprint defects are listed for each invoice and grouped according to the vendor.

In addition, all available data about any specific roll can be displayed on a terminal by typing a two-character command and entering the roll number.

Lee Sights (at the keyboard) of The Modesto Bee receives newsprint inventory training from Kevin Weiner (center), ANPA/RI programmer analyst. Observing are (from left) Wyatt York of The Modesto Bee, Maureen King of The Fresno Bee and Leona Tillinghast of McClatchy Newspapers.

Installation site

McClatchy Newspapers currently is using the Newsprint Inventory system at three California dailies: The Modesto Bee, The Fresno Bee and The Sacramento Bee. The program package was installed on a DEC PDP-11/70 computer in Modesto. Fresno and Sacramento gain access to the system on remote telephone links.

"We had been considering some type of computerized inventory system for a long time," says Joseph P. Junker, McClatchy's advanced systems manager. "Our newspapers were very interested in ANPA/RI's Newsprint Inventory when it became available."

In the past, all three newspapers maintained their inventories by manual bookkeeping, and each newspaper used a different method. "We wanted all our newspapers on the same inventory system," explains Leona Tillinghast, newsprint coordinator. "Newsprint Inventory meets all our needs for inventory control on a day-to-day basis."

Tillinghast worked with Kevin R. Weiner of the ANPA/RI Computer Applications Department and Wyatt York, computer systems manager at The Modesto Bee, to bring all three papers into the system and to train personnel to enter data and generate reports. The system is designed for easy user interaction and does not require operators with a special background or expertise.

Lee Sights, who maintains the newsprint inventory for the Modesto newspaper, refers to Newsprint Inventory as a

Golant is publications specialist at the ANPA Research Institute.

"common sense system" that is very accurate.

After reading ANPA/RI's manual for the programs and training with Weiner for one day, she had no difficulty operating it. In fact, as the newspaper's senior clerk, Sights now spends about 35-percent less time on her inventory duties; it takes her about 20 to 25 hours a month to maintain the inventory of the 63,000-circulation daily, and recent enhancements to the system should result in even more time saved.

John H. Tarter, production manager of The Fresno Bee, has a line printer in his office to give him quick access to newsprint inventory reports. He finds that the on-hand reports are the most significant for him, providing an easy check of the available rolls and sizes from each vendor.

Flexible system

Newsprint Inventory also offers flexibility. Newspapers are not locked into entering a specific list of data; certain data fields can be omitted or altered without rebuilding the system. The speedy, line-oriented, data-entry system permits a user to enter only the desired information.

For example, the Fresno newspaper records only whether a break is a running break or a paster break, rather than specifying the type of newsprint defect.

One data field, "usage type," is an optional field that newspaper personnel can use to designate any information about a roll that they feel is useful. For example, it can designate such factors as rolls used on a color run or rolls sold to another newspaper.

Of particular interest is a switch allowing a user to select either customary U.S. or metric units to represent measurements on the system. If desired, data can be converted automatically between the two measurement systems at any time.

The Newsprint Inventory system is written in ANSI FORTRAN IV and is self-contained, independent of other support systems and portable.

For further information about Newsprint Inventory, contact Richard Cichelli, research manager, Computer Applications Department, at the ANPA Research Institute. □

'FORUMS '80' to be theme of Production Conference

An exchange of ideas and methods for dealing with current and developing technology will be the focal point of the 52nd Annual ANPA Production Management Conference June 7-11 at the Georgia World Congress Center in Atlanta [**presstime,** January, page 45].

This year's theme—FORUMS '80—reflects the scope of the Conference, which will feature nine workshops and three general sessions, as well as the Conference's traditional, vast exhibition of systems and equipment.

The **Monday,** June 9, opening session will cover both the state of the art in newspaper technology and the promise of the future.

RCA's electronic camera—a charged-coupled device that captures images on stamp-sized chips—will be demonstrated by representatives of National Geographic magazine. Developed by RCA for picture taking in outer space, the electronic camera has since been tested by National Geographic for in-field use. The camera's chips, which are similar to those used in computers, serve as an electronic, reusable film.

The activities of the ANPA Production Management and Laboratory committees will be outlined, and there will be a progress report on ANPA's communications satellite project.

Three concurrent workshop sessions will follow: "People, Paper, Package, Planning = Profits," featuring newspaper design and sections; "Building a Circulation Data Base," covering both subscriber and non-subscriber files; and "Electronic and Preventive Maintenance," highlighting techniques for both computer and non-computer environments.

Tuesday's general session will focus on the newsprint supply situation, both short-term and long range; techniques for eliminating newsprint waste; ways to cope with governmental regulations; and methods by which management can gain competitive advantages in circulation and advertising markets.

Three concurrent workshops scheduled for Tuesday include: "Automating the Newspaper Library," a look at the possibilities and the pitfalls of automated newspaper "morgues"; "Improving Efficiency in the Mailroom," a summary of the ANPA/RI inserting performance survey and a view of the critical-path planning concept; and "Energy Management," a discussion of alternate sources of energy and conservation methods.

Telecommunications in the 1980s—how it relates to the newspaper business and the status of the telecommunications industry—will be the theme of **Wednesday's** general session.

Following will be three concurrent workshops: "Third Generation Systems—Pagination, Computers, and Typesetters," an up-to-the-minute report on the developments of the latest in electronic systems for newspapers; "Printing Presses—Options and Decisions," an overview of the marketplace and the most recent developments of press design; and "Transportation," a profile of the requirements of a newspaper delivery fleet, routing and transportation schedules.

General sessions will be from 9 to 10:20 a.m.; workshop sessions, from 10:30 to 11:25 a.m., and repeated from 11:35 to 12:30 p.m.

The equipment exhibition will be open from 11 a.m. to 6 p.m. June 7-8 and from noon to 6 p.m. June 9-11. □

Hotel forms coming

Hotel reservation forms and brochures describing the 1980 ANPA Production Management Conference will be mailed shortly to ANPA members, overseas newspaper executives, manufacturers and suppliers, and other interested parties.

Hotel reservation forms should be returned to the ANPA Housing Bureau as soon as possible to ensure the desired accommodations. Anyone who has not received a packet of information by March 21 should contact the conference director at ANPA/RI, P.O. Box 598, 1350 Sullivan Trail, Easton, Pa. 18042; (215) 253-6155.

Letterpress-to-offset a success

By Joseph A. Riggs Jr.

The New York Times has successfully converted a Goss Mark II letterpress unit into a blanket-to-blanket offset press at its Manhattan plant. The converted unit prints and operates similarly to a Goss Metro or other perfecting offset press.

The converted unit was first tested on Dec. 21. Since then, it has been used in combination with letterpress units to print about 250,000 copies of the Sunday "Travel" section each week and has satisfied the Times' every expectation regarding quality, ease of operation and waste.

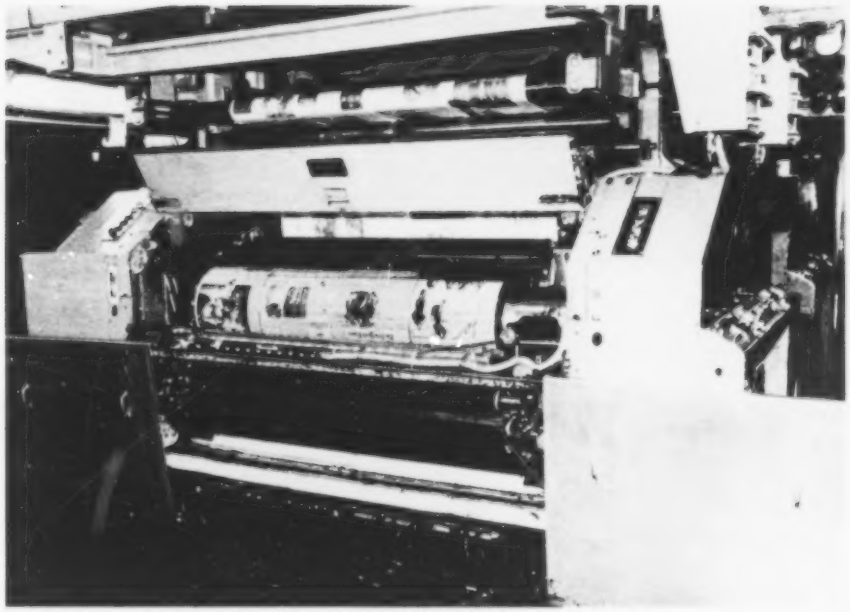
"We are pleased with both the quality and quantity of papers the unit has produced. We will make our decision on additional conversions when we are satisfied that this high performance can be sustained," says John D. Pomfret, senior vice president and general manager.

Cost for conversion will depend on the make and age of the letterpress unit. It currently is expected to be between $250,000 and $300,000. Color attachments will be priced separately. A folder conversion to reduce the page cutoff will be approximately $400,000.

Purchased design

The Times purchased the design and components for the conversion from Publishers Equipment Corp. of Dallas. Times personnel established many of the specifications and were responsible for all of the mechanical and electrical field work.

Publishers Equipment was formed by three former executives of Rockwell International's Graphic Systems Division—Duane Houy, Carl Hermach and Bob Hamilton. The firm subcontracts for manufacture of the conversion parts.



The New York Times' converted blanket to-blanket offset press

The Times considered several alternatives to letterpress for its Manhattan plant since the successful introduction of 30 Goss Metroliner offset units at its satellite plant in Carlstadt, N.J. All the options were rejected because of cost, quality or operational limitations.

Last summer Publishers Equipment approached the Times with another option —converting the existing letterpress units to conventional offset.

An analysis by the Times indicated that such a conversion would overcome the objections to the other options because it would:

- Satisfy the problem of cost when compared with new presses because it would allow the Times to make the conversion at its existing location and to utilize existing press reels, tensions and pasters, drive, superstructure and conveyors. Estimated cost was about one-third of that for new presses.
- Eliminate both the quality and operational problems of many of the other options.
- Allow the Times to reduce its page cutoff from 22 3/4 inches to 22.07 inches, the same as its offset presses in New Jersey, because the Publishers Equipment conversion required replacement of the blanket and plate cylinders. This would provide a newsprint savings of about 3 percent and more than overcome the additional waste expected from offset printing. (The Publishers Equipment engineers also developed a way to convert the Times' existing Goss 3:2 folders to the shorter cutoff.)

The conversion involves substituting new plate and blanket cylinders and cylinder drive gears; mounting the form rollers in new sockets with "throw-offs"; and adding dampeners and the electric controls for the offset functions.

Most letterpress units were manufactured for a maximum web width of at least 72 inches. In general, newspapers currently use a web width of 58 inches or less, leaving 14 inches inside the unit side frames that are not required. In this space, Publishers Equipment mounted the new auxiliary frames and gears to drive the new cylinders in their blanket-to-blanket position.

In the conversion, one of the new plate cylinders is located in the same location as one of the originals. This allows use of the existing motor and gear drive to the

Riggs is vice president/operations of The New York Times.

new cylinder. From this cylinder, the two blanket cylinders and the other plate cylinder are driven.

The new blanket cylinders are mounted in eccentric sleeves which permit them to be separated or "thrown off," both blanket-to-blanket and blanket-to-plate. Because the form rollers also are mounted in sockets which allow them to be "thrown-off," the unit functions and prints exactly like the offset units the Times has in Carlstadt.

The Times is currently using a magnetic plate lock-up of its own design. With this lock-up, plates may be mounted on the cylinder without moving the press, as required on the Carlstadt presses. This is accomplished by "staking" a thin strip of steel to the trailing edge of the aluminum plate which can be held on the plate cylinder with permanent magnets located in the cylinder gap.

Although the Times does not run color, this lock-up would work on reversing cylinders. The "staking" device, plate bender and magnets were supplied by Beach Manufacturing Corp.

The vibrating ink drums were copper-

The conversion involves substituting new plate and blanket cylinders and drive gears; mounting the form rollers in new sockets with 'throw-offs'; and adding dampeners and the electric controls for the offset functions.

plated to prevent "stripping," and an ink train dampener was added.

The Times is using the Smith R.P.M. spray dampener, although any spray or brush-type ink train dampener could be used.

Other than installing new form-roller sockets and copperizing the vibrating drums, the inking arrangements were unchanged.

The Times' letterpress units are half open-fountain and half "pump-and-rail," or injector-type, inking arrangements. Because the offset units in Carlstadt use the "pump and rail" method, the Times selected an open-fountain unit for the conversion. A trial and error process found an ink formulation that would seek its own level in the open-type ink fountain and still have proper characteristics for offset printing.

Suppliers helped

Both of the Times' suppliers, Sun Chemical Corp.'s General Printing Ink Division and J. M. Huber Corp., participated in development of the successful ink formulation.

Operating controls on the conversion unit are simplified to minimize operator errors and to reduce waste. Impression is thrown on and off at the unit only. Except for webbing the press, the impression is left on until the run is completed. While the unit is in operation, the web-break detector associated with the conversion unit will take it off impression in case of a web break.

The form rollers, the ink feed and the dampeners all are activated by the only other control on the converted unit. This control has "on/off/master" which allows all three functions to be controlled at the unit or from a single control at the folder.

There is no driven in-feed with the conversion unit, because the Times found with its Carlstadt presses an in-feed is unnecessary.

Newsprint regularly used by the Times at its Manhattan and Carlstadt plants has been running on the test unit with no problems. Plates, plate chemicals and press chemicals are the same as those used in Carlstadt. □

New color ink books targeted for '81; more extensive ink testing coming

Two new volumes of the ROP Newspaper Color Ink Book are now being prepared to replace the present AdPro® Volume 5 for letterpress and AD-LITHO® Volume 1 for offset. Target date for publication is the first quarter of 1981.

The revised color standards are being developed by the ANPA Research Institute with the cooperation and assistance of the American Association of Advertising Agencies, the Technical Committee of the National Association of Printing Ink Manufacturers, and the ROP Newspaper Color Ink Book Task Force, which includes representatives from the ANPA Production Management and Laboratory committees.

Traditionally, new ink books are issued every few years because of new ink technology and because the paper and inks in the books may deteriorate over a period of time. All of the ink samples which appear in AdPro® Volume 5 (effective September 1976) and AD-LITHO® Volume 1 (effective January 1977) will be re-evaluated for color, strength and purity. Price, quality and availability of these inks also will be covered.

Some of the colors in the new volumes may vary slightly from those in past volumes. In particular, the process red for letterpress operations will be reformulated.

Because of ever-changing environmental regulations, the ANPA Research Institute is in the process of obtaining the necessary personnel and instrumentation to perform even more extensive testing of the inks than in the past. In addition, in-field and laboratory tests of the inks will be conducted before the new volumes are printed.

At the request of the AAAA, the possibility of developing color standards for reproduction of newspaper comics also will be explored.

Newspapers should consider the publication date of the new volumes when ordering ink supplies.

The first ANPA/AAAA-approved ROP Newspaper Color Ink Book was published in 1964, providing newspapers, advertising agencies and advertisers for the first time with a single ink book that could be used by all.

The ink books provide an exact visual sample of three process colors, four blending inks, a mixing white, and 54 assorted color intermixes. Blending formulations for each of the 54 intermix colors are also included in the appendices of both books. ANPA/AAAA-approved AD-LITHO® and AdPro® colors are the only ones recommended for newspaper reproduction. □

Spelling/proofing equipment to be manufactured by Telcon

ANPA Research Institute and Telcon Industries of Fort Lauderdale, Fla., have entered into a contractual agreement under which Telcon will manufacture and market the spelling/proofing system called "Micromark™."

Developed by the ANPA/RI Computer Applications Department under the direction of Richard J. Cichelli, Micromark will assist editors by detecting misspelled words resulting from errors in keyboarding, OCR scanning or transmitting.

The St. Petersburg (Fla.) Times and Evening Independent have modified soda-fountain, cola-syrup canisters so they store color inks. William Wenzelburger, night press maintenance manager (above), reports that the canisters are sturdier, easier to handle and less expensive than conventional ink containers.

Micromark's elimination of spelling errors is accomplished quickly and economically. The microprocessor-based system is capable of checking and verifying copy against a vocabulary of 20,000 frequently occurring words [R.I. Bulletin 1313, Feb. 9, 1979].

Telcon plans to manufacture three versions of Micromark. A rack-mountable version, attached directly to a computer, will connect to on-line, text-editing systems. A desk-top version will connect to so-called "intelligent" editing terminals which have a built-in computer capability. A portable version also is being developed for use with Telcon's new Ambassador multi-terminal arrangement designed for outlying bureaus.

Telcon estimates that the units will sell for approximately $5,000 each and that they will be available for shipment as early as August. On June 7-11, Micromark will be displayed at the 52nd Annual ANPA Production Management Conference in Atlanta.

For further information, contact Telcon Industries, 1401 NW 69th St., Fort Lauderdale, Fla. 33309; (305) 971-2250. □

ANPA booklet to address equipment contracts

ANPA will soon publish a booklet designed to assist newspaper management in writing equipment-purchase, contract language.

The 40-page "Purchase Contract Negotiations and Language Guidelines" will be distributed to each ANPA-member newspaper. It will contain samples of language which ANPA's Production Management Committee considers desirable in contracts for acquiring equipment. Additional copies will be $10 each.

The publication was developed following numerous requests to the ANPA Research Institute from newspapers seeking help in their contract negotiations with equipment suppliers. □

Lillian Savic shows new use for pantyhose.

Pantyhose filter dirt from press' dampening system

At The Daily Breeze in Torrance, Calif., pantyhose are now being used to filter lint and dust from the newspaper's offset press dampening system.

Louis DeCaro, pressroom superintendent at The Daily Breeze, decided to try pantyhose because it was taking too much time (about three hours a week) for pressroom personnel to clean the conventional sponges for the press's Baldwin Automix circulating system. In addition, sponge materials were costing the paper $300 to $400 a year.

"We used the clip on the circulator's hose return to attach the pantyhose to the system," DeCaro reports. "The pantyhose then fill up with the foreign particles, and can be easily thrown away. Our dampening system pans don't get dirty any more, either." He says the pantyhose—flawed specimens obtained from a L'eggs boutique—are changed a maximum of three times a week. □

ADS sizes discontinued

ANPA has recommended that newspapers discontinue use of the national Advertising Dimension Standards and replace them with the AAAA's size standard. (See story on page 32.)

Newspapers' consumption up 3.3 percent

Estimated U.S. newsprint consumption by all users increased 3.2 percent in 1979 over that of 1978 and set a new record of 11,218,000 short tons (10,178,000 metric tons), according to figures compiled by the ANPA Newsprint/Traffic Department.

Of that total, U.S. daily newspapers consumed an estimated 8,687,150 short tons (7,889,922 metric tons), 3.3 percent more than in 1978.

In December, estimated newsprint consumption of all U.S. users was 950,000 short tons (862,000 metric tons), a decline of 3.9 percent from the same month a year earlier.

However, consumption of U.S. daily newspapers was up an estimated 0.7 percent from the December 1978 figure, to 758,115 short tons (687,751 metric tons). There were five Sundays in December both years.

Stocks of ANPA-member newspapers included in the statistical sample increased from 28 days' supply last November to 34 days in December. The December 1978 supply was 35 days. □

Kenaf crop in Pa.

Pennsylvania State University has been given a $3,000 grant by William K. Ulerich, publisher of The Progress in Clearfield, Pa., to test the growth of kenaf in the Northeast.

Kenaf, a fibrous plant being investigated for use in the manufacture of newsprint, has been successfully harvested in Yuma, Ariz., under the direction of ANPA Newsprint Committee Chairman Donald N. Soldwedel, publisher and general manager of the Yuma (Ariz.) Daily Sun [**presstime,** February, page 47].

Ulerich, a member of the Penn State Board of Trustees, proposed the Pennsylvania project after hearing a speech given by Soldwedel. Tentative test sites are in Centre and Lancaster counties in central and southeastern Pennsylvania, respectively. □

Estimated consumption of all U.S. daily newspapers[1]

Region	December 1979 (Short Tons)	December 1979 (Metric Tons)	December 1978 (Short Tons)	December 1978 (Metric Tons)	% Change
Northeast	181,277	164,452	189,730	172,120	-4.5
North Central	182,003	165,110	174,858	158,629	+4.1
South	230,957	209,530	224,597	203,751	+2.8
West	163,868	148,659	163,624	148,437	+0.1
Circulation size					
0-25,000	67,381	61,127	65,390	59,321	+3.0
25,001-100,000	132,061	119,804	130,892	113,743	+0.9
over 100,000	558,673	506,820	556,527	504,873	+0.4
December totals	758,115	687,751	752,809	682,937	+0.7
Twelve-month totals	8,697,150	7,889,922	8,418,817	7,637,428	+3.3

Estimated consumption of all U.S. users

	1979 (Short Tons)	1979 (Metric Tons)	1978 (Short Tons)	1978 (Metric Tons)	% Change
October totals	1,019,000(r)	925,000(r)	958,000	869,000	+6.4
Ten-month totals	9,267,000(r)	8,408,000(r)	8,869,000	8,045,000	+4.5
November totals	1,001,000(r)	908,000(r)	1,017,000(r)	923,000(r)	-1.6
Eleven-month totals	10,268,000(r)	9,316,000(r)	9,886,000(r)	8,968,000(r)	+3.9
December totals	950,000(p)	862,000(p)	988,000(r)	896,000(r)	-3.9
Twelve-month totals	11,218,000(p)	10,178,000(p)	10,874,000(r)	9,864,000(r)	+3.2

Shipments

From Canadian mills	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	Canada (Short Tons)	Canada (Metric Tons)	Export (Short Tons)	Export (Metric Tons)	Total (Short Tons)	Total (Metric Tons)
December 1979	618,556	561,145	90,509	82,108	140,345	127,319	849,410	770,572
December 1978	597,821(r)	542,334(r)	83,941	76,150	151,970(r)	137,865(r)	833,732	756,349
Twelve months 1979	6,996,077	6,346,737	1,045,710	948,652	1,583,436	1,436,469	9,625,223	8,731,858
Twelve months 1978	7,086,218(r)	6,428,509(r)	1,001,322	908,384	1,704,317(r)	1,546,131(r)	9,791,857	8,883,024
From U.S. mills								
December 1979	339,440	307,935	----	----	10,240	9,290	349,680	317,225
December 1978	301,697	273,695	----	----	8,923	8,095	310,620	281,790
Twelve months 1979	4,004,594	3,632,907	----	----	95,296	86,453	4,099,890	3,719,360
Twelve months 1978	3,674,074	3,333,064	----	----	105,273	95,502	3,779,347	3,428,566
From North American mills								
December 1979	957,996	869,080	90,509	82,108	150,585	136,609	1,199,090	1,087,797
December 1978	899,518	816,029	83,941	76,150	160,893(r)	145,960(r)	1,144,352	1,038,139
Twelve months 1979	11,000,671	9,979,644	1,045,710	948,652	1,678,732	1,522,922	13,725,113	12,451,218
Twelve months 1978	10,760,292	9,761,573	1,001,322	908,384	1,809,590(r)	1,641,633(r)	13,571,204	12,311,590

Stocks

U.S. publishers[2]	(Short Tons)	(Metric Tons)	(Days' supply on Hand)	(Days' supply in Transit)
December 1979	691,776	627,569	24	10
December 1978	727,573	660,043	27	8
Canadian mills				
December 1979	178,237	161,694	--	--
December 1978	203,285	184,417	--	--
U.S. mills				
December 1979	18,228	16,534	--	--
December 1978	22,079	20,030	--	--

Production

	Canada (Short Tons)	Canada (Metric Tons)	U.S.A. (Short Tons)	U.S.A. (Metric Tons)	North America (Short Tons)	North America (Metric Tons)
December 1979	803,117	728,576	341,482	309,787	1,144,599	1,038,363
December 1978	767,719	696,463	309,199	280,501	1,076,918	976,964
Increase or decrease	+35,398	+32,113	+32,283	+29,286	+67,681	+61,399
	+4.6%	+4.6%	+10.4%	+10.4%	+6.3%	+6.3%
Twelve months 1979	9,600,174	8,709,135	4,095,813	3,715,661	13,695,987	12,424,796
Twelve months 1978	9,713,010	8,811,498	3,767,465	3,417,788	13,480,475	12,299,286
Increase or decrease	-112,836	-102,363	+328,348	+297,873	+215,512	+195,510
	-1.2%	-1.2%	+8.7%	+8.7%	+1.6%	+1.6%

[1] Based on stratified data from ANPA newspapers in statistical sample

[2] Represents stocks of ANPA-member newspapers in statistical sample

5 more newsprint firms announce price boosts

Five more paper companies have followed the lead of Consolidated-Bathurst Inc. [**presstime**, February, page 50] and announced newsprint price increases.

They are as follows:

Company		Current price	New price	Effective date
Abitibi-Price Inc.	U.S.	$413 metric ton	$438 metric ton	May 1
	Canada	$408 metric ton	$435 metric ton	May 1
Bowater Inc.	U.S.	$402 metric ton	$430 metric ton	April 1
	Canada	$404 metric ton	$435 metric ton	May 1
MacMillan Bloedel Ltd.	Western U.S.	$413 metric ton	$440 metric ton	May 1
	Vancouver Island, lower mainland	$408 metric ton	$440 metric ton	May 1
	Interior British Columbia, Alberta	$424 metric ton	$456 metric ton	May 1
MacMillan Rothesay Ltd.	U.S.	$413 metric ton	$440 metric ton	May 1
	Canada	$408 metric ton	$440 metric ton	May 1
Reed Paper Ltd.	U.S.	$413 metric ton	$440 metric ton	April 1
	Canada	$408 metric ton	$435 metric ton	April 1

Newspaper recycling up 8 percent in '79

More than three million tons of waste newspapers were collected for recycling in the United States in 1979, an 8-percent increase over 1978, according to the American Paper Institute.

The institute said the increase was caused by higher demand for corrugated wastepaper, which caused some recycling mills to shift to waste newspapers as a source for their papermaking machines; the doubling of the volume of waste newspapers used in the manufacture of cellulose insulation; and the opening of the new Southeast Paper Co. newsprint recycling mill in Dublin, Ga. [**presstime,** November, page 12].

"New machines using partial or 100-percent waste paper as a raw material to manufacture newsprint, tissue and linerboard will begin production during the next 18 months," said J. Rodney Edwards, vice president/Paperboard Group.

Recovery of all types of wastepaper increased 7.2 percent last year, reaching a record 18 million tons, the institute reported. It added that "the outlook for paper recycling in 1980 and 1981 continues to be favorable." □

Newsprint notes

Doman Industries Ltd. is clearing a site in Duke Point, British Columbia, for a thermomechanical pulp mill it plans to build. The mill annually would turn woodchips produced by Doman's adjacent sawmill into 150,000 tons of pulp usable for newsprint or possibly lightweight, coated paper. The company is still seeking a partner for a newsprint mill it wants to add to the pulp facility.

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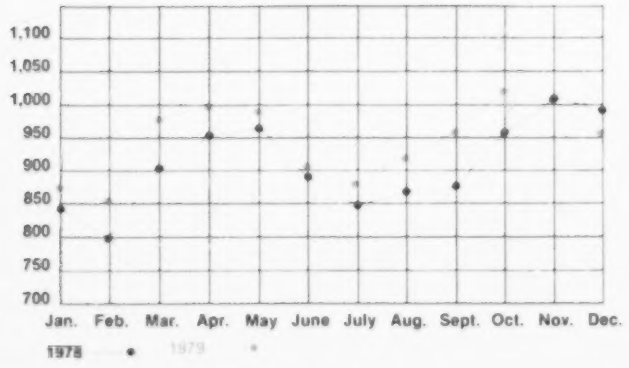
Charles J. Carter, chairman and president of Great Lakes Forest Products Ltd. in Thunder Bay, Ontario, has been elected 1980 chairman of the **Canadian Pulp and Paper Association** Executive Board. Elected vice chairmen were T. G. Rust, president and chief executive officer of Crown Zellerbach Canada Ltd., and Edward P. Walsh, president and chief executive officer of Donohue Inc. and president of Donohue St-Felicien Inc.

•••

Canada's anti-inflation board ruled that British Columbia Forest Products Ltd. must provide $792,000 in **rebates** to its customers because of excess profits earned by the company in 1978. The rebate applies to Canadian customers which bought more than $5,000 worth of BCFP products that year. □

Estimated U.S. Newsprint Consumption

(Thousands of Short Tons)



December 1979 figures are preliminary.
October and November 1979 figures are revised.

Net income of paper companies for 1979

Company	Net income (In thousands of dollars) 1979	1978	% Change
Abitibi-Price Inc.	114,104[a][b]	78,650[c]	+ 45.1
Boise Cascade Corp.	174,920	132,800[a][b]	31.7
British Columbia Forest Products Ltd.	96,700	69,000	40.1
Consolidated-Bathurst Inc.	102,848[a]	60,715[a]	69.4
Crown Zellerbach Canada Ltd.	52,100	36,300	43.5
Crown Zellerbach Corp.	133,500	112,100	19.1
Domtar Inc.	97,900	63,300	54.7
Great Lakes Forest Products Ltd.	49,876	20,071[c]	148.5
Great Northern Nekoosa Corp.	90,300	66,500	35.8
International Paper Co.	525,000[a][b]	234,000[a][b]	124.4
Kimberly-Clark Corp.	314,400[a]	148,800	111.3
MacMillan Bloedel Ltd.	154,900	100,100	53.5
Reed International Ltd.	114,100	63,500	79.7
St. Regis Paper Co.	158,500	126,500	25.3
Southwest Forest Industries	30,317	20,646	46.8
Weyerhaeuser Co.	512,244	371,138[b]	38.0

(a) Including extraordinary credit
(b) Including extraordinary charge
(c) Restated

Coin publication thrives as precious metals soar

By Marna Perry
presstime staff writer

All that glitters is not gold—or silver—but a publication reflecting today's booming market for rare, minted editions of those metals can be a gold mine of sorts.

Case in point: Coin World, a weekly tabloid owned by Amos Press, which also publishes a daily newspaper, the Sidney (Ohio) News, and a weekly tabloid, Linn's Stamp News.

Editor John Amos, a fourth generation member of his family to make the news business a career, said his tabloid for numismatists—coin collectors—has seen an astonishing 11-percent circulation jump from 91,655 at the end of October to more than 101,000 at the beginning of February.

He attributes the sudden gain to increased investor interest in rare coins in the wake of soaring gold and silver prices and the devaluation of the dollar on the world's monetary exchanges.

Because of the ever-increasing prices—for example, the colonial-dated "Brasher Dubloon" which brought $430,000 at a St. Louis auction last July, fetched $725,000 at a New York auction last November—a "whole new type of investor has been attracted to coins," according to Coin World Editor Margo Russell.

"The new type of investor is professional men—doctors and lawyers—seeking hedges against inflation," she said. "I don't know what will happen as far as the gold and silver markets are concerned; they can change. But nothing will ever happen to the rare coin market." Even banks, "notoriously conservative institutions, are now recognizing rare coins as legitimate investments."

Linn's Stamp News has demonstrated steady, solid, if not spectacular gains, reflecting philatelic interest—and rising prices for collector stamps which, like rare coins, are viewed by many as security in times of soaring inflation and unsettled world conditions. The circulation of Linn's Stamp News has reached approximately 90,000; and like its numismatic counterpart, it is a fat 96-120 pages per issue, indicative of increased advertiser interest in these specialized markets.

The leaders of Amos Press are, from left, President J. Daniel Francis, Chairman of the Board J. Oliver Amos and Secretary John O. Amos.

Not bad results for two tabloids which were started "to keep the presses busy," in the words of J. Oliver Amos, 70-year-old father of John Amos.

The publication for stamp collectors was the brainchild of then-bankrupt George Linn, "who came to us with a shoebox full of names and an idea," said the younger Amos. That was in 1942. The family improved on Linn's idea and finally bought the publication in 1968, he added.

J. Oliver Amos founded Coin World in 1960. "My Dad spoke to different coin dealers about the idea (of the publication)," John Amos chuckled. "Only two of them thought it would go."

But the idea was put to a test "when the market was growing, and it just kept growing," he added. He said fluctuations in the rare coin market have been reflected in the tabloid's circulation—going up at one point to 150,000 and then back down to 80,000.

"We're seeing the beginning of one of those cycle fluctuations again in the circulation," he predicted. "But the backbones of both publications are the serious coin and stamp collectors, the ones who are in it not only for the investment, but also because they're really interested in coins or stamps."

Amos Press President Daniel Francis said the two tabloids require an average of about 10 hours' press time each, with Coin World usually going to press on Tuesday and Linn's Stamp News on Friday.

He said the two publications have to be worked around the company's 13,000 circulation daily, the Sidney News, which he describes as being "successful in a different way" than the specialty publications.

"The Sidney News is financially as successful as the special publications but it is geared to a smaller market, of course," he said.

He added that his presses are "putting through between 6,000 and 8,000 tons of newsprint per year." □

'79 report: net loss of 4 dailies

Seventeen new daily newspapers started publication in 1979 in the United States and Canada, while 21 others stopped publishing daily—a net loss of four for the year. This compares with a net gain of 11 daily newspapers in 1978 and a net loss of one in 1977 [ANPA General Bulletin, Feb. 14, 1979, page 43].

Of the 21 dailies which ceased publication last year, 10 suspended outright, six were lost through mergers and five converted to a weekly frequency.

Data are based on information available to ANPA.

New dailies started were:

- Sylacauga (Ala.) Advance (6-27-79)
- Nogales (Ariz.) International (10-1-79)
- Auburn (Calif.) Journal (11-12-79)
- Oakland (Calif.) Eastbay Today (11-5-79)
- Vero Beach (Fla.) Press-Journal (10-2-79)
- Abbeville (La.) Meridional (8-12-79)
- Amherst (Mass.) Record (3-4-79)
- Broken Arrow (Okla.) Ledger (4-2-79)
- Duncan (Okla.) Eagle (9-8-79)
- Yardley (Pa.) Bucks Morning Sun (7-2-79)
- Sequin (Texas) Gazette (9-4-79)
- Auburn (Wash.) Globe News (4-16-79)
- Kent (Wash.) News Journal (4-16-79)
- Renton (Wash.) Record Chronicle (4-16-79)
- Vancouver (British Columbia) Courier (7-4-79)
- Sackville (Nova Scotia) Bedford-Sackville News (September)
- Lloydminster (Saskatchewan) Times (9-10-79).

Dailies suspending publication were:

- Hollywood (Calif.) Independent—converted to weekly (3-18-79)
- Redwood City (Calif.) Tribune—merged with Palo Alto (Calif.) Times (4-2-79)
- Yuba City (Calif.) Herald—suspended (3-30-79)
- Champaign-Urbana (Ill.) Courier—suspended (3-31-79)
- East St. Louis (Ill.) Metro-East Journal—suspended (3-31-79)
- Rockford (Ill.) Star—merged with Rockford Register-Republic (10-1-79)
- Neodesha (Kan.) Sun—converted to weekly
- Boston Globe—morning and evening merged to all-day publication (2-5-79)
- Midland (Mich.) Times—suspended (February)
- Farmington (Mo.) Press—converted to weekly (12-1-79)
- St. Charles (Mo.) News—suspended (3-16-79)
- Tucumcari (N.M.) News—suspended (2-2-79)
- Bartlesville (Okla.) American—converted to weekly (6-27-79)
- Beaver Falls (Pa.) News Tribune—merged with Beaver County Times (4-11-79)
- Homestead (Pa.) Messenger—converted to weekly (9-1-79); suspended (12-21-79)
- Yardley (Pa.) Bucks Morning Sun—suspended (September)
- Huntington (W.Va.) Advertiser—merged with Huntington Herald-Dispatch (8-27-79)
- Morgantown (W.Va.) Dominion-Post—morning and evening merged to all-day publication (January)
- Vancouver (British Columbia) Courier—converted to weekly (8-19-79)
- Montreal Star—suspended (9-25-79)
- Whitehorse (Yukon Territory, Canada) Northern Times—suspended (8-13-79).

API to establish 'western presence' with July seminar

In what it terms its "first effort to establish a western presence," the American Press Institute will hold a week-long newspaper management seminar at Stanford University starting July 13.

Entitled "Managing the Changing Newspaper," the seminar will focus on personnel management, human relations and communications effectiveness.

The California seminar will be the first held somewhere other than API headquarters in the institute's 34-year history. Officials said that if it is successful, other field seminars may be scheduled. □

Recent acquisitions

Small Newspapers, Kankakee, Ill., acquired the Streator (Ill.) Times-Press, daily circulation 12,000.

Freedom Newspapers Inc., Santa Ana, Calif., acquired the Delta (Miss.) Democrat-Times, daily circulation 18,000.

Park Newspapers, Ithaca, N.Y., acquired The Concord (N.C.) Tribune, daily circulation 12,000.

Knight-Ridder Newspapers Inc., Miami, is acquiring the Fort Wayne (Ind.) News-Sentinel, daily circulation 72,500.

Phoenixville (Pa.) Newspapers Inc., an affiliate of Ingersoll Publications Co., Sharon, Conn., acquired the Phoenixville (Pa.) Evening Phoenix, daily circulation 8,000.

Gazette Printing Co., Janesville, Wis., acquired the Ironwood (Mich.) Globe, daily circulation 10,500. □

UPI, citing lack of interest, cancels offer

United Press International terminated its offer of limited partnership to newspapers and broadcast companies because the proposal was undersubscribed, UPI officials said.

"We will continue to look at other possibilities for ways to strengthen UPI," said President and Chief Executive Officer Roderick W. Beaton. He said the options include "resubmitting a different kind of offering" or doing nothing.

The worldwide news service is "proceeding as we usually do," Beaton said. He emphasized that UPI is "not in a panic" and it "is not going out of business" [**presstime**, January, page 4].

UPI recently opened seven new domestic bureaus, added personnel in others and announced contingency orders for the mass purchase of satellite receiving antennas. □

Suggestion Box

The Oceanside (Calif.) Blade-Tribune has a close relationship with several high schools in its area, according to Business Manager Glenn York. School advisors bring several students into the newspaper office to use its editing terminals in setting copy for scholastic newspapers. The rest of the printing is handled by the newspaper staff at a minimal charge to the schools.

Consolidation of Reston, Easton voted by Board

ANPA's Directors have unanimously adopted in concept a plan for expansion of ANPA's headquarters facilities at The Newspaper Center in Reston, Va., and for the orderly transition to Reston of the Association's activities now carried on at the ANPA Research Institute in Easton, Pa.

The Directors' action came at their Feb. 4-6 meeting after the Board had received a final report and recommendation from the Association's Action Group on Sites, Facilities and Operations. That Action Group had conducted a detailed study since its establishment nearly two years ago by ANPA Chairman and President Allen H. Neuharth of Gannett Co. Inc. ANPA Vice Chairman Len H. Small of The Daily Journal, Kankakee, Ill., was chairman of the Action Group; other members were Harold W. Andersen of the Omaha (Neb.) World-Herald; Lyell B. Clay of the Charleston (W.Va.) Daily Mail; Stanton R. Cook of the Chicago Tribune; and Ralph S. Roth of the Detroit Free Press.

The Action Group recommended to the Board that "transition of ANPA Research Institute programs and activities from Easton to Reston begin promptly, looking toward the ultimate placement of all Research Institute activities needed for the future at Reston with new construction at Reston as necessary."

In approving that recommendation in concept, the Board noted that it was establishing this policy "so as to position ANPA for optimum future service to its membership."

In an extensive examination of how ANPA could best serve the future needs of member newspapers, the Directors concluded that the Easton facilities would have to be renovated and expanded within a very few years. It was decided that because major capital expenditures were going to be required, there would be significant future benefits to the membership in consolidating this construction and expansion at ANPA's headquarters site in Reston.

Directors also decided that there would be major, future benefits, advantages and economies derived from having all ANPA employees and services housed in a single facility and located in close proximity to Washington, D.C., the site of increasing governmental challenges to the proper operation of free newspapers in a free-enterprise economy.

Neuharth has named five Directors to a new Association Facilities Planning Committee which will prepare and propose to the Board a detailed plan for implementation of this new, long-range policy. Committee members are Small, chairman; Cook; Richard J. V. Johnson of The Houston Chronicle; Charles M. Meredith III of The Free Press, Quakertown, Pa.; and Warren H. Phillips of Dow Jones & Co. Inc.

"This committee," Neuharth said, "will consider possible transition timing and increments and will develop options for efficient and economical construction of a building addition at Reston. In all its work the committee will take into full and proper regard the anticipated future needs of ANPA's member newspapers and the personal considerations of ANPA employees."

Small and General Manager Jerry W. Friedheim met with ANPA's 50 Easton employees Feb. 21 to explain the new policy decision. All of those now employed at Easton will be asked to remain with the Association and to move to Reston when activities are consolidated there. For any employees unable to move, proper severance allowances and arrangements will be made.

ANPA property in Reston

Friedheim stressed that there will be no slow-down or curtailment of any current Association services during the coming planning and transition phase. While no timetable has been established, it is estimated that planning and any subsequent construction at Reston would take at least two years.

Said Small, "As we approach planning for this project, we will be keeping all our options open, and we will be retaining full flexibility to act however proves wise and proper depending upon economic conditions. Our Association is in sound financial shape now, and we will keep it so."

The Board had decided late last year to shift the office of Vice President/Technical William D. Rinehart from Easton to Reston so that he could more readily assist Executive Vice President Friedheim in management of all of the Association's research and technical activities, including those now at Easton, those now at Reston and the new telecommunications staff department to be created this spring at Reston.

The Board of Directors meets next on April 19 in Honolulu just before the Convention. The Executive Committee meets next on March 11, in Washington, just before the meeting of the Government Affairs Committee. □

Workshop scheduled

Because of increased demand—the first 1980 session was oversubscribed—another ANPA Management Development Workshop has been scheduled for June 16-20 at The Mountainhaus in Vail, Colo. For a description of the workshop, see the six-month training schedule on pages 20-21, and read the listing for what will be the third Management Development Workshop of the year, Oct. 27-31 in Philadelphia.

Officers, directors to be nominated

At the Honolulu Convention annual business session April 23, the ANPA Nominating Committee, on behalf of the Board of Directors, will nominate three new Association officers and six new directors, according to Committee Chairman Joe D. Smith Jr., publisher of the Alexandria (La.) Daily Town Talk.

Vice Chairman Len H. Small will be nominated to become chairman and president. Small is president of Small Newspapers Inc. and publisher of The Daily Journal, Kankakee, Ill., and has served on the ANPA Board since 1971. He has been chairman of the Government Affairs Committee and Association Treasurer. He is a former president of The Inland Daily Press Association.

Treasurer Katharine Graham, chairman of The Washington Post Co., will be nominated to become vice chairman of ANPA. She has served as a director since 1974 and as treasurer since 1978. She formerly was chairman of the Association's Newsprint Committee.

Director Richard J. V. Johnson, who has been on the Board since 1978, will be nominated to become treasurer. He is president of The Houston Chronicle and chairman of the ANPA Special Press Committee. He also is a member of the Association's Labor and Personnel Relations Committee and headed the action group which developed **presstime** as the Association's journal. He is a former president of the Texas Daily Newspaper Association.

Secretary William C. Marcil, who became a directo[illegible]'977 and an officer in 1979, will be nominated for re-election. He is publisher of The Forum, Fargo, N.D., and president of Marcil Newspapers. He also is chairman of the Association's Membership Committee and a member of the Postal Committee.

Nominating Committee Chairman Smith said the six newspaper executives who will be nominated to become new directors are:

- Garner Anthony, chairman and chief executive of Cox Enterprises Inc. of Atlanta which publishes 18 daily newspapers, and chairman of the Executive Committee of Cox Broadcasting Corp.; a graduate of the College of William and Mary and Vanderbilt University School of Law.
- William H. Cowles 3rd, publisher and president of Cowles Publishing Co., Spokane, Wash.; chairman of Newspaper Advertising Bureau; past president of Allied Daily Newspapers; a graduate of Yale University and Harvard Law School.
- Margaret L. Hamilton, executive vice president of Thomson Newspapers; vice president, Canadian Press; second vice chairman, Advertising Bureau of Canadian Daily Newspapers; co-chairman, Task Force on Women in Advertising; a graduate of Collegiate Institute and Vocational School, Galt, Ontario.
- Edwin L. Heminger, editor and publisher, The Courier, Findlay, Ohio; director, Inland Daily Press Association; past chairman, Inland Legislative Committee; member, ANPA Government Affairs Committee; a graduate of Ohio Wesleyan University and Northwestern University with a master's in journalism.
- John B. Lake, publisher and executive vice president of the St. Petersburg (Fla.) Times and Evening Independent; vice president, Congressional Quarterly Inc.; vice president and trustee, Modern Media Institute; trustee, ANPA Foundation.
- Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times; director, Associated Press, American Press Institute and Newspaper Advertising Bureau; a graduate of Columbia University.

Four sitting ANPA directors will be nominated for re-election to additional two-year terms on the Board: Beland H. Honderich, chairman and publisher of The Toronto Star; K. Prescott Low, president and publisher of The Patriot Ledger, Quincy, Mass.; Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc.; and Warren H. Phillips, chairman and chief executive of Dow Jones & Co. Inc., and publisher of The Wall Street Journal.

Smith noted that the membership also will be asked to ratify the term of Director Lloyd G. Schermer, president of Lee Enterprises Inc. Schermer was elected last June by the Board of Directors after the membership expanded the size of the Board at the April Convention in New York City. His term runs until 1981. The size of the Board is now 22.

Directors whose terms do not expire this year include:

- Alvah H. Chapman Jr., president and chief executive officer of Knight-Ridder Newspapers Inc.

Len H. Small

Katharine Graham

Richard J. V. Johnson

William C. Marcil

Garner Anthony

William H. Cowles 3rd

Margaret L. Hamilton

Edwin L. Heminger

John B. Lake

Arthur Ochs Sulzberger

• Stanton R. Cook, chairman and publisher of the Chicago Tribune.

• Helen K. Copley, chairman and chief executive officer of The Copley Press Inc.

• Frank Daniels Jr., president and publisher of The News & Observer and Times, Raleigh, N.C.

• Charles M. Meredith III, publisher of The Free Press, Quakertown, Pa.

• Donald N. Soldwedel, publisher and manager of the Yuma (Ariz.) Daily Sun.

Allen H. Neuharth, chairman and president of Gannett Co. Inc., whose tenure as ANPA chairman and president will expire at the Honolulu Convention, will continue to serve as a director for two more years, under the bylaws.

Small has indicated that, if he is elected to the presidency, he will appoint Neuharth to succeed Smith as chairman of the Executive Committee of the Association. That committee consists of the chairman and president, vice chairman, secretary, treasurer, executive vice president and general manager, and the immediate-past chairman and president.

The directors who have completed the customary eight-year tenure on the Board and who will be retiring at the Convention are:

• Lyell B. Clay, chairman and publisher of The Daily Mail, Charleston, W.Va.

• John M. Jones, president and publisher of The Greeneville (Tenn.) Sun.

• Ashton Phelps, chairman of The Times-Picayune and The States-Item, New Orleans.

• Dolph C. Simons Jr., president and publisher, Lawrence (Kan.) Journal-World.

• Joe D. Smith Jr., a former ANPA chairman and president, who has served 12 years.

"I appreciate the work of the Nominating Committee in helping us to develop such an impressive slate of new Officers and Directors for the membership's consideration," Smith said. "We have consulted widely throughout the newspaper business during our deliberations, and we have once again this year preserved, we believe, the balance of our Board with regard to geography, newspaper size and ownership status."

"I hope the membership will give these nominations their close and serious consideration. I recommend them without reservation," Smith concluded. □

ANPA car rental discount increased

ANPA has renegotiated its car rental discount program with the Hertz Corp. for a 5-percent higher allowance than the present 30 percent on U.S. *daily* rates, effective April 1.

The new 35-percent discount will not require any changes in current rental procedures. To obtain the discount, simply show the Hertz agent the blue-and-white card issued by ANPA [**presstime**, January, page 62].

The discount for Hertz' *regular weekly* and *regular monthly* rates will remain 30 percent.

In *Canada*, under the new program, there will be a 10-percent discount on "flat" rates and a 30-percent discount on regular rates.

In *other countries*, rates will be discounted 15 percent, except in Japan, where a 30-percent discount will apply.

Special and touring rates and already discounted rates are not included in the ANPA-Hertz program.

While Hertz does not offer associations flat rates (e.g., $25 per day with no charge for mileage), the 35-percent discount for U.S. daily rentals compares favorably with them.

Hertz assures that the new discounts will be listed in its computer systems by April 1.

Also, ANPA has contracted with Hertz for car leasing at rates much lower than newspapers likely can obtain individually. Under the agreement, Hertz offers to buy a newspaper's present auto fleet at book value.

ANPA members in the rental program used 3,935 cars in the last quarter of 1979 and saved $88,000.

To obtain additional rental discount cards or for more information on the leasing program, contact Michael Genick, manager/membership services, at The Newspaper Center. □

New members

Princeton Union-Eagle

Princeton, Minn. (circulation 3,042). Elmer L. Andersen, publisher.

THE BUGLE

Woodstock, New Brunswick (circulation 6,529). David S. Henley, publisher.

The Alamance News

Graham, N.C. (circulation 8,140). Thomas E. Boney, publisher.

ANPA distributing 'free press' booklet

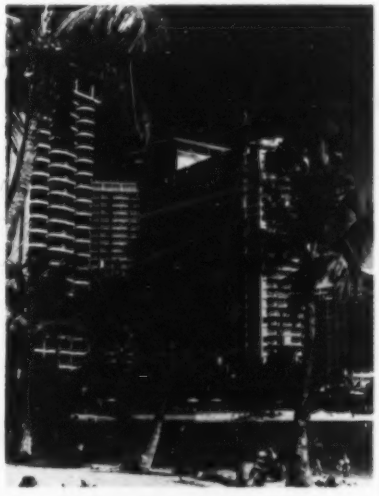
ANPA Foundation is distributing a 24-page booklet, "Freedom of the Press," designed to promote the study and discussion of each citizen's right to know.

The booklet is a reprint of an article published by the National Education Association in its February-March issue of Today's Education. It was edited by long-time Newspaper in Education consultant Merrill Hartshorn.

Included in the publication are teaching strategies to help introduce First Amendment issues to students, an interview with CBS newsman Walter Cronkite concerning conflicts between the press and the U.S. Supreme Court, a summary of Supreme Court decisions affecting the First Amendment and the press, and a study of freedoms of and restrictions on student publications.

According to ANPA Foundation Vice President and Director Judith D. Hines, it can be particularly effective with senior high and college students in social studies and journalism courses.

"Freedom of the Press" is being sent to all newspapers sponsoring NIE programs. Additional copies cost 30 cents each and can be obtained from ANPA Foundation at The Newspaper Center. □



Hawaii awaits ANPA Convention April 21-23.

Equipment for sale

Compugraphic 2961 HS, serial no. 1304, spare parts kit, extra font strips, good condition, $2,000; Compugraphic 4961 TL, serial no. 1287, spare parts kit, extra fonts and plugs, very good condition, $2,250; Compugraphic 4961, serial no. 1, good for parts, $500; Compuwriter Jr., serial No. 3247, good condition, spare parts kit, $2,000; Compugraphic 7200 I High Range, serial no. 9495, spare parts kit, 12 fonts, excellent condition, $3,000; two AM 490 Edit/Set VDT, serial nos. 1255, 1065, program tapes for 4961-2961, good condition, $450 and $750; four Dymo-Star perforating keyboards, all in good condition, $150 each. Also two Compugraphic ACM 9000 phototypsetters for sale in April; write for prices. Contact Mr. Krewson, Shore Line Times Newspapers, Guilford, Conn. 06437; (203) 453-2711.

Computype front-end system, including one Compustor with one-million character storage; 10 compuedits with formattable keyboard; two tape punches; two multiplexers; two four-way switch boxes; one tape reader; one extel printer; one news-wire timer; compuedit and compustor spares; Sola-sola matic voltage regulator; interface and spares; various length cables. Two years old; original value $77,000; price, $35,000. Also, two Compugraphic 2961 HS, $1,500; and two Alpha Scanners, one high speed, one low speed; three Burpee punches used with scanner. Contact Cecil H. Bailey, production manager, Observer Publishing Co., 122 S. Main St., Washington, Pa. 15301; (412) 222-2200.

Robertson 432 MK II vertical camera, two years old, like new, used as back-up (actual use one month); maximum image—18" x 22"; maximum film—20" x 24"; maximum copy size—20" x 24"; standard lens, 2x reduction and enlargement; auxiliary lens, 5x reduction and enlargement; electric solenoid shutters; lighting—four 500-watt quartz, no-paque backlight, timer for main light, timer for no-paque; ground glass. Contact Cecil Flowers, director of operations, or Rondle DeLoach, camera/press superintendent, The Jackson Sun, P.O. Box 1059, Jackson, Tenn. 38301; (901) 427-3333.

Sixty-eight Sylvania UV bulbs, F.R. 48T-12/BL/VHO/180; reasonable price. Contact Dave Stern, Omaha World-Herald, World-Herald Square, Omaha, Neb. 68102; (402) 444-1000.

Salvage rewinder, up to 40-inch diameter rolls, 1.5-hp motor with reduction gear, variable speed, 220 single phase electrics; we're unsure of its age—15 years or younger; needs a little work, but the motor runs fine and it's currently in use; web tension is controlled by hand brake, two shafts included; $1,900.

Also, National offset plate processor, model 330, 33-inch wide plates; 8 years old, works great, still in use; new models are over $6,000, we'll sell this for $1,000. Contact Don Coulter or Ben Myers, The Lapeer County Press, Lapeer, Mich. 48446; (313) 664-0811.

One Premier Rotary Shaver, excellent condition. Any reasonable offer considered. Contact Daniel C. J. Coleman, Evening Post Publishing Company, 134 Columbus St., Charleston, S.C. 29402; (803) 577-7111.

Two Data Products 4500 off-line printer systems, each consisting of an 800/1600 BPI magnetic tape drive and an 1100 LPM printer; they will print any computer-produced, printer-image spool tape; currently under Sorbus maintenance contract; $5,000 each. Contact S. T. Watson, The Journal of Commerce, 445 Marshall St., Phillipsburg, N.J. 08865; (201) 859-1300.

Goss Urbanite equipment, one-half page folder and two, one-quarter page folders; will sell together or separate; 75-hp Fincor motor and mag amp drive. Compugraphic 2961, 4961 and 9001 complete with reader and fonts; Gateco process camera; Clydesdale 19x23 camera; two Friden justowriters; Robertson film sinks, and more. Contact Gary Fernau, California Delta Newspapers Inc., P.O. Box 70, Antioch, Calif. 94509; (415) 757-2525.

Disk guard for Photon Mark I to IV non-segmented Disc; protects matrix from scratches when removing disc and installing disc; made of clear plexiglass; price $10.95 plus postage and handling. Contact C. W. Boyer, The Trentonian, P.O. Box 231, Trenton, N.J. 08602.

Compugraphic 9000 with direct entry keyboard, spare parts, film strips, reader; two Compugraphic 4961C Autotape keyboards with character display; two Electro/Set keyboards with spare parts. Contact Barbara C. Jones, business manager, Albany Herald, Albany, Ga. 31702; (912) 435-4511.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, executive director, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

100-hp Urbanite motor, control and SCR drive. Contact Gary Fernau, California Delta Newspapers Inc., P.O. Box 70, Antioch, Calif. 94509; (415) 757-2525.

Linatron 303-TC-24 machine or parts. Contact Peter P. Rudergeair Jr., production manager, Lebanon News Publishing Co., South 8th and Poplar Streets, Lebanon, Pa. 17042; (717) 272-5611.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

speeches

Howard H. Hays

James Hoge

Howard Hart

George E. Reedy

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **Business and the Press: Why We Ought to Understand Each Other.** Allen H. Neuharth, chairman and president, ANPA, and chairman and president, Gannett Co. Inc. Cincinnati Chamber of Commerce, Nov. 27.
- **New Priorities for a New Decade.** Howard H. Hays, co-publisher, Riverside (Calif.) Press-Enterprise. California Newspaper Publishers Association convention, Coronado, Feb. 16.
- **A Precious System: The Press, Courts and First Amendment.** Clayton Kirkpatrick, president, Chicago Tribune. ANPA Conference for Young Newspaper Men and Women, Chicago, Oct. 22.
- **Newspaper Marketing from the Editor's Perspective.** James Hoge, editor in chief, Chicago Sun-Times. ANPA Conference for Young Newspaper Men and Women, Oct. 23.
- **A Report on The Newspaper Readership Project.** Robert L. Burke, director/readership and training, ANPA. Alabama Press Association convention, Huntsville, Feb. 23.
- **The Ties That Bind.** Howard Hart, president, Canadian Pulp and Paper Association. CPPA annual meeting, Montreal, Feb. 1.
- **Information as a Business: What Makes a Good Newspaper.** William Attwood, retired chairman of the board, Newsday, Long Island, N.Y. New York University Graduate School of Business, Nov. 8.
- **The Press in this Modern World.** George E. Reedy, Nieman professor of journalism, Marquette University. Lecture series on fundamental problems of the press, Marquette University, Milwaukee, Wis., Nov. 8. (Or see Jan. 15 *Vital Speeches of the Day*, Box 606, Southold, N.Y. 11971.)
- **Cooperative Advertising.** Daniel P. O'Neil, manager, newspaper advertising sales, Gannett Co. Inc. National Newspaper Publishers Association meeting, Norfolk, Va., Jan. 18.
- **Newspaper Circulation.** Harold A. Schwartz, circulation director, Milwaukee Journal and Sentinel, and president, International Circulation Managers Association. National Newspaper Publishers Association meeting, Jan. 18.
- **The Exciting Eighties.** Albert V. Casey, chairman and president, American Airlines Inc. International Newspaper Advertising Executives sales conference, Dallas, Jan. 21.

ANPA calendar

March

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., March 10-14

ANPA Executive Committee meeting
L'Enfant Plaza Hotel, Washington, March 11

ANPA Press-Bar Relations Committee meeting
Hay-Adams Hotel, Washington, March 11

ANPA Government Affairs Committee meeting
L'Enfant Plaza Hotel, Washington, March 11-12

ANPA/American Bar Association Task Force meeting
L'Enfant Plaza Hotel, Washington, March 12

ANPA Labor Negotiators Seminar
Houstonian Inn, Houston, March 16-19

ANPA Conference for Young Newspaper Men and Women
Don CeSar Beach Resort Hotel, St. Petersburg, Fla., March 16-19

ANPA News Research Center Census Bureau Workshop
Independent Press-Telegram, Long Beach, Calif., March 21

ANPA/International Newspaper Promotion Association Strategic Planning Seminar
Houstonian Inn, Houston, March 23-26

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., March 24-28

ANPA Foundation Conference for Newspaper in Education Program Development
Sir Francis Drake Hotel, San Francisco, March 25-28

ANPA/INPA Newspaper Executives Marketing Seminar
Scottsdale Conference Center, Scottsdale, Ariz., March 30-Apr. 4

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., March 31-Apr. 4

April

ANPA Telecommunications Committee/American Working Party of International Press Telecommunications Committee meeting
Hyatt Regency Hotel, Washington, April 2-3

ANPA Postal Committee meeting
Hotel Washington, Washington, April 10

ANPA/RI Direct Color Separation Seminar
ANPA Research Institute, Easton, Pa., April 14-18

ANPA Board of Directors meeting
Sheraton-Waikiki Hotel, Honolulu, April 19

ANPA Annual Convention
Sheraton-Waikiki Hotel, Honolulu, April 21-23

ANPA Board of Directors meeting
Sheraton-Waikiki Hotel, Honolulu, April 23

ANPA Foundation Board of Trustees meeting
[illegible] April

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., April 28-May 2

Jeanne Long
Congressional Inform. Serv.
7101 Wisconsin Ave.
Washington, DC
20014

presstime

The Journal of the American Newspaper Publishers Association April 1980

A2350-2

The press as beacon on the world: Is the light dimming?

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chairman's corner

Len H. SMALL: A very BIG man

(This Chairman's Corner is a eulogy delivered March 13 at memorial services for Len Small at Kankakee, Ill., by ANPA Chairman and President ***Allen H. Neuharth****.)*

Many of us are privileged today to come to Kankakee from afar to join family and hometown friends in a tribute to Len Small on this sad, but also very special occasion.

We have come from New York and Washington, D.C.; Massachusetts and Pennsylvania; Florida and North Carolina; West Virginia and Tennessee; Louisiana and Texas; Arizona and Colorado; North Dakota and Nebraska; Kansas and Canada; and, of course, from all across Illinois.

We are here because, as the editorial in Tuesday's Kankakee Daily Journal said, Len Small was known from coast to coast.

Len was loved by us as a person. He was respected by us as a newspaperperson.

Len Small will be remembered by newspaperpeople as a lawyer turned journalist, who combined the calm wisdom of an Abraham Lincoln with the frequent fervor of a Benjamin Franklin.

Len Small will be remembered by newspaperpeople because he inspired so many to do so much in the profession of which he was so proud.

He inspired sons Rob and Tom and daughter Jennifer to commit their talents to that profession.

He encouraged and inspired Jean Alice, not only to work side-by-side with him in editing and publishing The Daily Journal, but to commit her own very special talents of leadership to regional and national newspaper associations.

And, far beyond the family, he encouraged and inspired and persuaded Katharine Graham of The Washington Post, who is with us here today, to help him and then to follow him as the head of the American Newspaper Publishers Association.

Len Small shall be remembered not only as a national newspaper leader, but also as a fun-loving country boy. He was equally as happy and effective on the golf course or at the dice tables as he was at conference tables or board rooms around the country. He was always a winner.

I shall especially remember Len Small as a very happy 63-year-old country boy that autumn night two-and-a-half years ago when Len and Jean Alice and Lori and I floated on a raft down his beautiful and beloved Kankakee River to celebrate his agreement to help me as vice chairman of ANPA, and then to be chairman and president, as he was scheduled to become in Honolulu in April.

That is not to be.

But Len Small's legacy does include an imprint that shall forever benefit newspapers and their readers.

All of us shall remember that Len SMALL, a small-town newspaperman from Illinois, by every measure was indeed a very, very BIG man in our profession, all across this land.

ANPA

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Vice Chairman, vacant
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Treasurer, Katharine Graham, The Washington Post Co.
Chairman of the Executive Committee, Joe D. Smith Jr., Alexandria (La.) Daily Town Talk

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Stanton R. Cook, Chicago Tribune
Helen K. Copley, The Copley Press Inc., La Jolla, Calif.
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Beland H. Honderich, The Toronto Star
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Warren H. Phillips, Dow Jones & Co. Inc., New York
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Dolph C. Simons Jr., The Lawrence (Kan.) Journal-World
Donald N. Soldwedel, Yuma (Ariz.) Daily Sun

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presstime*

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April 1980

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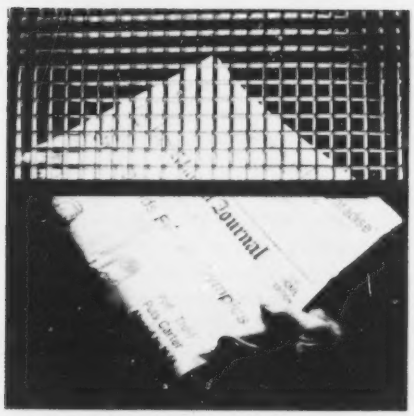

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Len H. Small
May 12, 1914-March 10, 1980

Len H. Small

ANPA Vice Chairman Len H. Small, who would have been nominated to become chairman and president of the Association this month, was killed March 10 in a two-car accident near his Kankakee, Ill., home.

Mr. Small, 65, president of Small Newspapers Inc. and publisher and editor of The Daily Journal in Kankakee, was en route to a Washington, D.C., meeting of the ANPA Executive Committee when the accident occurred.

Mr. Small's nomination to the Association's highest elected position would have taken place April 23 at the annual Convention in Honolulu. He joined the ANPA Board of Directors in 1971, was elected treasurer in 1972, and became vice chairman in 1978.

The Daily Journal, in an editorial March 11 eulogizing Mr. Small, noted that "death came when he was on the threshold of receiving the type of recognition he long deserved."

ANPA Chairman and President Allen H. Neuharth, chairman and president of

'His stubborn quest for excellence for himself and those around him, his commitment to finding the ultimate truth, his willingness to share himself—all were traits of this extraordinary man.'

Gannett Co. Inc., spoke for the membership when he said Mr. Small had made "major and lasting contributions to the cause of publishing better newspapers, and all of us in this business are the beneficiaries of his great dedication."

Members of the ANPA Executive Committee joined Neuharth and other leaders from the newspaper business and from

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killed in car accident in Kankakee, Ill.

government in offering expressions of sympathy and respect.

ANPA Treasurer Katharine Graham, chairman of The Washington Post Co., said Mr. Small "was very much admired, very much loved."

ANPA Secretary William C. Marcil, publisher of The Forum in Fargo, N.D., called Mr. Small "a well respected editor and publisher" who will be "greatly missed throughout our entire industry."

ANPA Executive Committee Chairman Joe D. Smith Jr., publisher of the Alexandria (La.) Daily Town Talk, who joined Neuharth in the delivering of tributes to Mr. Small at funeral services in Kankakee March 13, said of Mr. Small: "His stubborn quest for excellence for himself and those around him, his commitment to finding the ultimate truth, his willingness to share himself—all were traits of this extraordinary man."

ANPA Executive Vice President and General Manager Jerry W. Friedheim said, "Len Small worked hard not just in the communities served by Small Newspapers, but throughout America and the free world championing the indispensability of a free press to free societies. His leadership will be sorely missed, but his example will continue to guide free journalists and publishers wherever they labor."

Mr. Small was the grandson of a former governor of Illinois, Len Small, and the son of Leslie C. Small, who headed The Daily Journal for 43 years until his death in 1957.

A graduate of the University of Illinois and its law school, Mr. Small served as an assistant state attorney general and practiced law for 18 years before joining The Daily Journal in 1955 as associate editor. He served as co-editor and publisher with his brother, Burrell L. Small, from 1957 until 1967, when he became publisher.

As president of Small Newspapers, Mr. Small headed a group which includes five daily newspapers besides The Daily Journal—The Daily Times of Ottawa, Ill.; the LaPorte (Ind.) Herald-Argus; The Daily Dispatch of Moline, Ill.; the Rochester (Minn.) Post-Bulletin; and the Streator (Ill.) Times-Press—and a weekly, the Metro Shopper of Davenport, Iowa.

The group also had a one-fourth interest in Family Weekly, the Sunday newspaper magazine, from 1976 until its sale in December. Mr. Small had served as chairman of its board of directors.

Mr. Small is survived by his wife, Jean Alice, associate editor and publisher of The Daily Journal; two sons, Len Robert, editor and publisher of the Moline daily, and Thomas Putnam, publisher of the Davenport weekly; a daughter, Jennifer Jean, a correspondent in the Small Newspapers Washington Bureau; his mother, Grace; and three grandchildren.

'He made major and lasting contributions to the cause of publishing better newspapers, and all of us in this business are the beneficiaries of his great dedication.'

While on the ANPA Board, Mr. Small served as chairman of the Government Affairs Committee and as one of the original members of the ANPA/American Bar Association Task Force on press/bar relations. He also was chairman of the Editorial Advisory Committee for **presstime**, and of the Association's former Action Group on Sites, Facilities and Operations.

ANPA Directors attending the funeral services in Kankakee were: Neuharth; Smith; Graham; Marcil; Alvah H. Chapman of Knight-Ridder Newspapers Inc.; Lyell B. Clay of the Charleston (W.Va.) Daily Mail; Stanton R. Cook of the Chicago Tribune; Frank Daniels Jr. of the Raleigh (N.C.) News & Observer and Times; Beland H. Honderich of The Toronto Star; Richard J. V. Johnson of The Houston Chronicle; John M. Jones of The Greeneville (Tenn.) Sun; K. Prescott Low of The Patriot Ledger, Quincy, Mass.; Robert G. Marbut of Harte-Hanks Communications Inc.; Lloyd G. Schermer of Lee Enterprises Inc.; Dolph C. Simons Jr. of The Lawrence (Kan.) Journal-World; and Donald N. Soldwedel of the Yuma (Ariz.) Daily Sun.

Former ANPA chairmen and presidents Harold W. Andersen of the Omaha (Neb.) World-Herald and Davis Taylor of The Boston Globe also attended, as did ANPA General Manager Friedheim and Assistant General Manager Thomas C. Fichter.

Among the many other representatives of newspaper organizations at the services were members of the board of The Inland Daily Press Association, which Mr. Small once headed.

He also was a member of the newspaper advisory board of United Press International, the American Society of Newspaper Editors, the Society of Professional Journalists, Sigma Delta Chi, and the Illinois Press Association.

At the time of the accident, Mr. Small was a passenger in a car driven by Roy Normandin and was going to O'Hare International Airport in Chicago for a flight to Washington.

Normandin remained in intensive care in extremely critical condition more than a week after the accident, a hospital spokesman said.

Dennis Curry, the driver of the second car, was transferred out of intensive care a week after the accident and was reported to be in good condition.

Curry has been charged with failure to yield at a stop intersection. □

Because of the death of Mr. Small, there is a new slate of ANPA Officer candidates to be nominated at the annual Convention in Honolulu April 23. See story in **ANPA news** section.

Gauging world press freedom

Some see losses, others see gains. But all agree on one point—American-style press freedom is not widely known in the world; and in many places where a semblance of it exists, it does so precariously.

By Marna Perry
presstime staff writer

In an age when missiles can speed to opposite ends of the earth in minutes and satellites beam radio waves anywhere in the world instantaneously, there is question whether the free flow of information between nations has kept pace with technology.

Pessimists among Western journalists and media experts are quick to cite the recent expulsion of foreign correspondents from Afghanistan as a dramatic example of a disruption of free information flow.

But others say that such incidents are outweighed by gains in press freedom which have taken place in various parts of the world.

Yet both camps agree on one point—American-style press freedom is not widely known in the world; and in many places where a semblance of it exists, it does so precariously.

These differing viewpoints and other world press freedom topics will be spotlighted at the ANPA Annual Convention in Honolulu April 21-23.

Self-proclaimed pessimist Stanley Swinton, vice president and director of the World Service Department of the Associated Press, believes press freedom has suffered "a long-range, slightly downward trend. Fragile young nation-states have developed if not overt, then covert censorship."

James Canel of the Inter American Press Association agrees.

"You aren't seeing the blunt methods of yesteryear but rather very indirect methods," he says. "There have been slow but steady inroads into the press as we know it."

Dramatizing one of the "quieter" censorship methods, pessimists say, has been the cutoff of newsprint to newspapers in countries like Guyana where government regulates the acquisition and distribution of the supplies [**presstime**, March, page 19].

Stanford University journalism professor Elie Abel, who spent two years serving on UNESCO's International Commission for the Study of Communication Problems—the so-called MacBride Commission [**presstime**, February, page 17], notes that "press freedom doesn't exist" throughout most of the world. "The pressure to control the press in the majority of countries continues," adds the former television and newspaper newsman.

Such pressure on a global level was eased somewhat at the 1979 World Administrative Radio Conference in Geneva, Switzerland, last December; telecommunications-policy proposals which might have restricted the flow of some international news were sidetracked there. ANPA was represented on the U.S. WARC delegation [**presstime**, January, page 10].

Studies show that just over 60 percent of the world's *population* resides in nations subject to at least partial governmental media control. About two-thirds of the world's *nations* have such controls.

Despite that statistic, optimists point to countries such as Greece, Spain, Portugal, Nigeria, Ghana and Turkey which, they say, have experienced enhanced press freedom over the last decade.

In addition to these gains, Michael Scammell, editor of the bimonthly publication Index on Censorship, cites "the sudden bursting out of democratic sounds and reduced press control and censorship in (mainland) China.

"I wouldn't want to sound overly optimistic about this breakout," Scammell remarks, "but after 20 years of nothing but gloom and subservience of the press under Mao, it's certainly not as bad as it was."

Leonard R. Sussman, executive director of the human rights observation agency Freedom House, says that even government-owned media in many countries around the world have seen slight relaxations of journalistic constraints. "There has been a kind of institutionalized change to permit journalists more freedom to choose their stories in such countries," he says.

In most of Africa and Asia, news professionals answer primarily to their countries' governments. Journalists and editors work under similar restrictions throughout Eastern Europe and in more than half the Latin American and Caribbean nations, Sussman wrote in the January-February edition of Freedom at Issue.

Only 37 percent of the countries have

Other world press stories:

- **Foreign correspondents staging comeback, page 18**
- **Nebraskan has global view of press freedom, page 22**
- **'New World Information Order' plan criticized, page 23**

news media that are either independent or, if managed under government license, are sufficiently free to print or broadcast views without some type of censorship or reprisal against newspeople, he reported.

Spokesmen for some emerging nations contend that Western—and particularly American—press-freedom concepts may not be applicable or viable in developing countries.

Guyanan minister C. A. Nascimento wrote recently that the "North American liberation notion of 'press freedom' . . . is not always transferable to a small, poor developing nation, and it is arrogant of the North American media to consider it should be."

Index on Censorship editor Scammell said there is a "certain amount of justification for this view based on cultural norms. In many of these countries' traditional societies," he says, "it was customary to maintain public decorum and deference to authority. The American and Western adversary relationship of the press to authority is viewed with distrust."

But he adds that many leaders and politicians who espouse this position are "using these cultural norms as an excuse to suppress opposition groups and to control the flow of information."

Freedom House each year "grades" countries on a "free," "partly free" and "not free" scale by attaching numerical values to various civil and human rights, including press freedom status, which Sussman says mirrors a nation's human-rights freedoms.

"Relaxation of press controls usually follows the political picture in countries," he says.

Consistently among the leaders of the liberated press pack are the United States, Canada, Australia and England. But it should be noted that even the Canadian and English press do not enjoy as much freedom as that of the United States.

For example, Canada lacks a national, freedom-of-information law, although one may be enacted by Parliament later this year [**presstime**, February, page 24]. In England, newspapers and other media must contend with limitations to access such as those growing out of the country's Official Secrets Act.

Freedom House reported "significant improvement" in press freedom in Africa over the last year, particularly in Ghana, Kenya and Nigeria, and Bangladesh experienced the major gains in Asia.

The organization said the year's worst decline in domestic press freedom was in Pakistan, where the Pakistani press—which had been relatively free to criticize the old regime—was forbidden from criticizing the new military government there.

Susan Davis

In late November, award-winning journalist Salamat Ali, a Pakistan-based correspondent for the Far Eastern Economic Review, was arrested and sentenced to a year's imprisonment for an article about unrest in Baluchistan, a western province in Pakistan. ANPA and other groups have urged the Pakistani government to reverse Ali's conviction [**presstime**, January, page 11].

Experts debate whether Iran has suffered declining press freedom since the revolution. Many note the expulsion of the American press from Iran.

But Harold Andersen, president of the Omaha (Neb.) World-Herald Co., points out that "Iran can never have been considered a free press country." Former ANPA Chairman and President Andersen who currentiy is president of FIEJ (the International Federation of Newspaper Publishers) and chairman of the World Press Freedom Committee, adds that the full complement of American press "likely will be allowed to return with certain restrictions."

Index on Censorship editor Scammell goes a step further. "Certainly (Iran) is not 'properly' free, but there definitely is greater (press) freedom and diversity now than when the Shah was in power," he maintains.

Karen de Young, assistant foreign desk editor at The Washington Post, notes that despite the expulsion of U.S. correspondents, the flow of information from Iran has not ended.

"The Iranian officials still talk to us on the phone," de Young says. "The expulsion of Western journalists was a political decision made for national reasons. (Iranian leaders) obviously still want information to get out. The same officials who won't let us stay in the country to cover the (American embassy hostages) story are still talking to us."

Despite certain erratic governmental actions, experts say many Latin American countries have seen advances toward heightened press freedom, as evidenced in Brazil's more fearless media. But all agree on the major setbacks in Argentina, culminating in the October expulsion of Jacobo Timerman, editor of La Opinion, following a two-year house arrest. FIEJ named Timerman recipient of the Golden Pen of Freedom after ANPA and others nominated him for the award. He will receive it at the 33rd FIEJ Congress in Tel Aviv, Israel, in late May [**presstime**, February, page 16].

UNESCO concerns

If it is a close call whether press freedom worldwide is on the rise or on the decline, the fact remains that the starting point is abysmally low. And most unsettling to observers is the effort under way for the past several years by some international agencies to place institutional limits on much of the press freedom that does exist.

"The international forums' interest in

the press is on the more ominous side of the future of press freedom," in Sussman's opinion.

Those forums include the United Nations General Assembly, which has instructed a standing committee to monitor world communications issues and seek a "more just" and "better-balanced" flow of information [**presstime**, January, page 9].

But viewed by many as a sure and more immediate threat is this fall's 21st UNESCO General Conference in Belgrade, Yugoslavia, where the MacBride Commission's report should hurl press freedom issues onto center stage.

Expected to be the centerpiece of the UNESCO conference, the MacBride Report states its opposition to censorship and its support for press access to news. Nevertheless, it is rife with other proposals which have alarmed many Western free-press observers.

Among the report's 82 recommendations is a proposal for development of a "new information and commmunication order" to eliminate "imbalances and disparities in communication and its structures and particularly in information flows."

George Beebe, associate publisher of The Miami Herald, WPFC executive director and IAPA president, says he is particularly concerned with the commission's proposal to establish a UNESCO agency which would be "government financed to control the media.

"This, to me, is the most dangerous proposal in the MacBride Report—that a government agency would make decisions about the media," Beebe says.

Jerry W. Friedheim, ANPA executive vice president and general manager, who also sits on the WPFC Executive Committee, contends that the report's recommendations could result in "the creation of 'information islands'—countries talking only within their own borders; nations without any meaningful interchange with other nations."

The Omaha World-Herald's Andersen also sees more adverse features than benefits in the proposals. Following are what he describes as "worrisome aspects" of the report:

- A consistent advocacy of pressuring if not requiring news media (including foreign media) to promote government-set "social, cultural, economic and political goals"
- A bias against private ownership of news media and communications facilities
- A bias against "transnational (international) corporations" including international news agencies
- A suggestion that "transnationals might be taxed "for the benefit of developing countries."

Glossary of communications and press

INCA-FIEJ Research Association
Dr. Frederick W. Burkhardt, director
Washingtonplatz 1
D-6100 Darmstadt
West Germany

IFRA is a joint effort of the International Federation of Newspaper Publishers and the International Newspaper & Color Association which coordinates technical research among newspaper members, primarily in Europe. Membership is available directly to individual newspapers. IFRA publishes a monthly magazine, Newspaper Techniques, which reports on the organization's current research and other activities.

□

Inter American Press Association
James Canel, general manager
2911 Northwest 39th St.
Miami, Fla. 33142

IAPA is comprised of newspaper publishers in the Western hemisphere who seek to protect freedom of the press throughout the Americas. The organization publishes the quarterly newsletter, IAPA News, and operates the IAPA Scholarship Fund Inc., which annually awards 10 scholarships for journalism education, five each to South Americans and North Americans. The organization also operates the IAPA Technical Center Inc., which sponsors seminars and publishes books in Spanish on newspaper printing and production techniques.

□

International Federation of Newspaper Publishers
M. Michael L. de Saint-Pierre, director
6 Rue du Fauborg-Poissonniere
75010 Paris
France

FIEJ (*Fédération Internationale des Editeurs de Journaux et Publications*) represents 28 newspaper-publisher associations from 26 nations. Its primary goal is to "safeguard generally the moral and economic interests of newspapers on the international level." The monthly FIEJ Bulletin highlights the organization's work around the globe, including research projects, seminars and symposiums.

□

International Institute of Communications

Main address:	U.S. office:
Tavistock House East	Suite 102E
Tavistock Square	1776 Massachusetts Ave. NW
London WC1H 9L6	Washington, D.C. 20036
England	

IIC is a non-government, non-profit organization aimed at heightening understanding of communications issues in all parts of the world. Members include communications executives and managers, scholars, government officials and technical experts around the globe. Members receive the organization's bimonthly publication, InterMedia, which reports on IIC's meetings, seminars, research and other functions.

□

Argentina Hills, publisher of San Juan, Puerto Rico's, El Mundo, and chairman of the International Communications Committee of the American Society of Newspaper Editors, predicts the report won't be "accepted *en toto*. The debate in Belgrade will probably alter" the document.

The AP's Swinton notes that UNESCO's charter contains no provisions for media involvement. "Some idealists say UNESCO has no business getting involved with the press and it should just get the hell out," he says.

All Western media personnel interviewed concur that UNESCO threatens at least some degree of press freedom, and all expect a volatile conference in Belgrade beginning Sept. 23.

"We're not out of the danger yet," Swinton warns, "not until the final votes (on the MacBride Report) are in from UNESCO's full assembly."

He and others emphasize the importance of having a representative from the working media among the U.S. delegation.

The eight-member delegation is to be appointed by the President. At UNESCO's 1978 general conference in Paris, William Attwood, then board chairman of Newsday, Long Island, N.Y., was a member of the U.S. delegation.

At the 1976 conference in Nairobi, Kenya, U.S. media were represented in the American delegation by Chicago Tribune then-Vice President and Editor (now President) Clayton Kirkpatrick, a member of FIEJ and WPFC and a director of the International Press Institute's American Division.

IPI, FIEJ and the International Press Telecommunications Council have been awarded observer status at Belgrade. As observers, they will have no voice in the conference debates.

The Nairobi conference was the springboard for serious criticism by developing or "Third World" nations of the Western media—particularly that of the United States.

Included have been charges that articles concerning developing countries have been largely of the "revolution and earthquake" genre and that coverage has been both inadequate and slanted toward a Western perspective.

Andersen believes "Third World complaints are valid to the extent that we could do a better job reporting. But I don't think the complaints that the Western press is enculturating the world imperialistically—sort of 'Coca Cola-izing' the world—are valid."

Despite the fact that "rhetoric has been the junk food of the exchanges" between the developing and Western nations, Swinton feels the exchange of ideas sparked by complaints from emerg-

organizations throughout the world

International Press Institute
Peter Galliner, executive director
City University
St. John Street
London EC1V OHB
England

IPI's membership consists of newspaper and broadcast journalists around the world. Its objective is to defend freedom of the press wherever it is threatened. IPI publishes the IPI Report, a monthly magazine containing articles describing challenges to the press worldwide.

□

International Press Telecommunications Council
Oliver G. Robinson, director
Studio House
Hen and Chickens Court
184 Fleet St.
London, EC4 2DU
England

IPTC's membership includes some 14 national and international organizations representing newspapers and wire services worldwide. The organization seeks to define the press' special communications needs; to express those needs to international regulatory bodies, equipment manufacturers and common carriers; and to press for reasonable treatment in rate-making and for services required by newspapers and news agencies.

□

World Press Freedom Committee
George Beebe, executive director
c/o The Miami Herald
1 Herald Plaza
Miami, Fla. 33101

WPFC embraces 33 organizations on five continents which work on major press threats and challenges. WPFC sponsors seminars, conducts workshops and provides technical and other assistance, particularly to journalists in developing nations. WPFC serves as a clearinghouse for donations of used equipment from media organizations throughout North America.

□

Writers and Scholars Educational Trust
Michael Scammell, editor
21 Russell St.
Covent Gardens
London WC2
England

An educational trust, WSET is a non-profit organization dedicated to combating censorship and promoting freedom of expression around the world. The organization publishes a bimonthly magazine, Index on Censorship.

□

ANPA regularly cooperates with all of these international press and communications organizations. It is a member of the three organizations which include associations within their memberships—WPFC, FIEJ and IPTC.

ing nations has proved beneficial.

In collaboration with WPFC and IPI, the AP has been training young journalists from developing nations in the United States.

"This training of personnel wouldn't have happened if dialogue hadn't started after the UNESCO meeting in Nairobi," says Swinton.

Another effort to amplify international coverage by the press is being coordinated by the International Press Telecommunications Council, which seeks lowest-possible tariffs on electronic transmissions by news agencies worldwide [**presstime**, November, page 52].

Roger Tatarian, a former United Press International executive editor and now a California State University journalism professor, gives credence to the developing nations' complaints about coverage they receive from the industrialized world's media.

"Find out how many (Western correspondents) are south of the Sahara Desert in Africa," Tatarian challenges. (The State Department knows of eight from U.S. newspapers.) "Any serious Western journalist who reflects on things will recognize the Third World countries have a legitimate complaint," he adds.

According to Dr. Ralph Kleisch, journalism professor at Ohio University, 51 percent of the full-time personnel representing American media overseas from 1969 through 1975 "were based in European countries."

Kleisch, who currently is gathering data for a new, updated overseas press corps census, adds that during that six-year period, American media reduced the number of people based abroad, with the shrinkage hitting developing-world nations hardest.

Chicago Tribune Foreign Desk Editor Michael McGuire feels the root of the tensions between Western media and developing nations may be "a matter of perception.

"Our view of journalism is to air problems and then deal with them. But the view of the Third World countries is different. They say, 'Yes, we have problems, but we also have successes.'

"If you look at where they are today compared to even three years ago, most of them have made major improvements. So . . . they want their improvements emphasized."

The Washington Post's de Young agrees.

"The Third World countries are trying to project a certain view of themselves, and the Western news media are not putting forth what the developing nations perceive as their reality."

And Los Angeles Times Foreign Desk Editor Robert Gibson speculates that developing nations may be "committed to a frame of mind or ideology that dictates presenting a positive image."

Professor Tatarian also contends the developing world sees a lack of Western media coverage of so-called "news of national development." This type of coverage focuses on issues providing emerging nations with information about "what is going on in each other's country toward solving developmental problems."

In a Dec. 17 article in The Washington Post, pollster George Gallup alluded to the criticism of Western coverage of the rest of the world, and he called on the Western press to begin exploring "the field of ideas" around the globe.

"The press has yet to make a systematic effort to cover ideas—particularly those that concern new policies and new procedures for dealing with mankind's major social and economic problems," he wrote.

To fill this news hole, Tatarian has worked with Tufts University on a proposal for a so-called "North-South News Agency."

Under the plan, emerging and Western nations would collaborate in covering national-development news and contribute to the North-South news service's report.

"This way you could have a fully international staff (which would) satisfy complaints that Third World coverage is always . . . by Western standards," Tatarian notes.

But more importantly, he says, "It would keep this kind of endeavor out of the purview of the international politicians."

A feasibility study released last September on the proposal showed that a three-year experiment would cost about $2 million.

So far, Tatarian reports, non-aligned nations have expressed interest in his plan, but the industrialized world hasn't and "the project wouldn't work without the Western world."

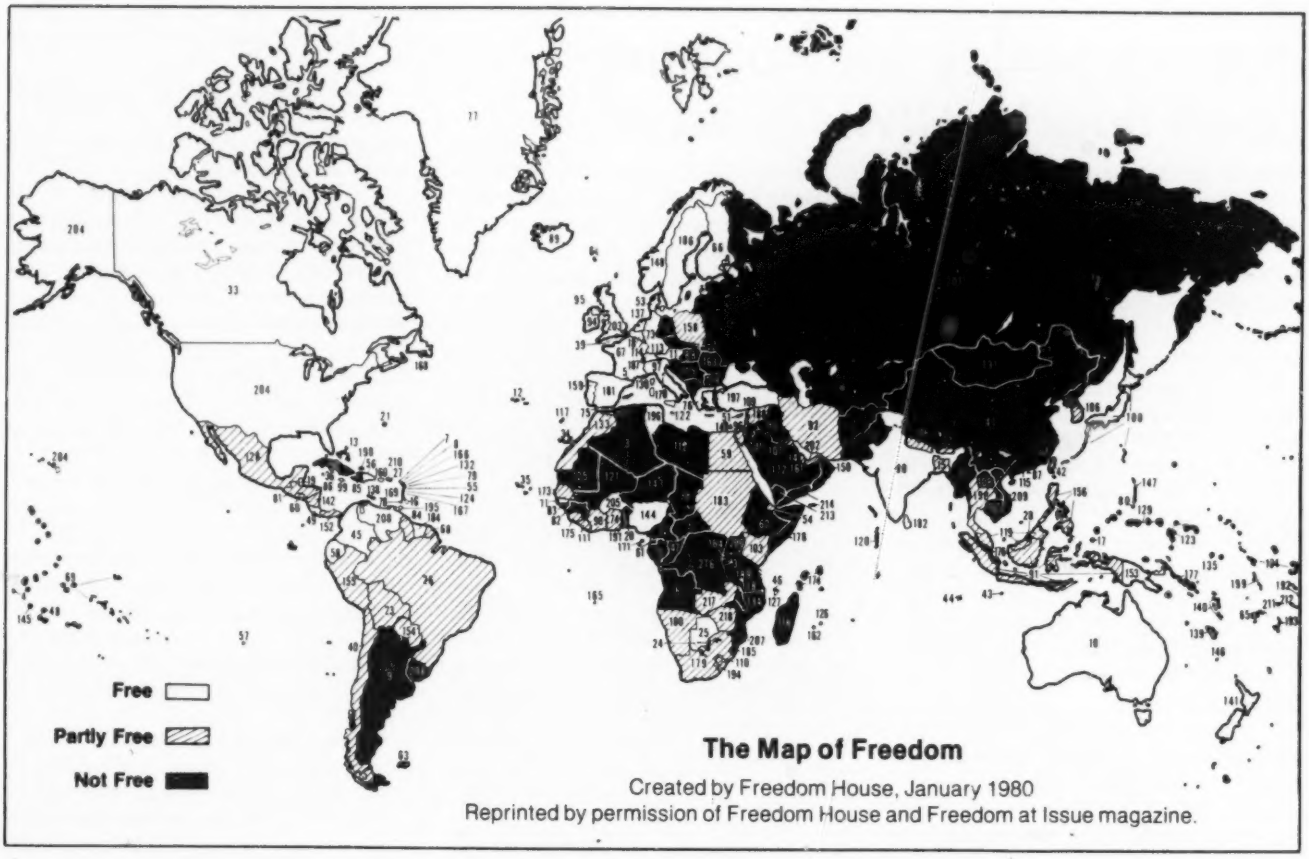
Two other private organizations seeking solutions to international communications problems are the London-based International Institute of Communications and the Twentieth Century Fund of New York City.

The groups are forming an independent, international committee to monitor and evaluate proposals for resolving disputes over the information flow between industrialized countries and emerging nations.

Tatarian says that whatever action is taken to remedy the situation, "it should be done outside UNESCO. That agency politicizes the whole news and information gathering and disseminating process." □

UNESCO's imposing headquarters building in Paris

special report



The Map of Freedom

Created by Freedom House, January 1980

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Free

Nations

10 Australia
11 Austria
13 Bahamas
16 Barbados
18 Belgium
25 Botswana
33 Canada
45 Colombia
49 Costa Rica
53 Denmark
55 Dominica
56 Dominican Republic
58 Ecuador
65 Fiji
66 Finland
67 France
71 Gambia
73 Germany, West
76 Greece
89 Iceland
90 India
94 Ireland
96 Israel
97 Italy
99 Jamaica
100 Japan
104 Kiribati
114 Luxembourg
122 Malta
135 Nauru
137 Netherlands
141 New Zealand
144 Nigeria
148 Norway
153 Papua New Guinea
159 Portugal
167 St. Lucia
169 St. Vincent
177 Solomon Islands
181 Spain
182 Sri Lanka
184 Surinam
186 Sweden
187 Switzerland
195 Trinidad &Tobago
197 Turkey
199 Tuvalu
203 United Kingdom
204 United States
205 Upper Volta
208 Venezuela

Related Territories

7 Anguilla (U.K.)
8 Antigua and Barbuda (U.K.)
12 Azores (Port.)
19 Belize (U.K.)
21 Bermuda (U.K.)
34 Canary Islands (Sp.)
36 Cayman Islands (U.K.)
39 Channel Islands (U.K.)
48 Cook Islands (N.Z.)
63 Falkland Islands (U.K.)
64 Faroe Islands (Den.)
75 Gibraltar (U.K.)
77 Greenland (Den.)
95 Isle of Man (U.K.)
117 Madeira (Port.)
123 Marshall Islands (U.S.)
127 Mayotte (Fr.)
132 Montserrat (U.K.)
138 Netherlands Antilles (Neth.)
139 New Caledonia (Fr.)
145 Niue (N.Z.)
147 Northern Marianas (U.S.)
157 Places of Sovereignty in North Africa (Sp.)
160 Puerto Rico (U.S.)
165 St. Helena (U.K.)
166 St. Kitts and Nevis (U.K.)
170 San Marino (It.)

Partly Free

Nations

14 Bahrain
15 Bangladesh
22 Bhutan
23 Bolivia
26 Brazil
40 Chile
42 China, Taiwan
46 Comoro Islands
51 Cyprus
54 Djibouti
59 Egypt
60 El Salvador
74 Ghana
78 Grenada
81 Guatemala
84 Guyana
86 Honduras
91 Indonesia
92 Iran
98 Ivory Coast
103 Kenya
106 Korea, South
107 Kuwait
109 Lebanon
110 Lesotho
111 Liberia
119 Malaysia
120 Maldives
126 Mauritius
128 Mexico
133 Morocco
138 Nepal
142 Nicaragua
152 Panama
154 Paraguay
155 Peru
156 Philippines
158 Poland
161 Qatar
173 Senegal
174 Seychelles
175 Sierra Leone
176 Singapore
179 South Africa
183 Sudan
185 Swaziland
188 Syria
190 Thailand
193 Tonga
194 Transkei
196 Tunisia
202 United Arab Emirates
212 Western Samoa
217 Zambia
218 Zimbabwe Rhodesia

Related Territories

4 American Samoa (U.S.)
5 Andorra (Fr.-Sp.)
17 Belau (U.S.)
27 British Virgin Islands (U.K.)
43 Christmas Islands (Aus.)
44 Cocos Islands (Aus.)
66 French Guiana (Fr.)
69 French Polynesia (Fr.)
79 Guadeloupe (Fr.)
80 Guam (U.S.)
87 Hong Kong (U.K.)
113 Liechtenstein (Switz.)
115 Macao (Port.)
124 Martinique (Fr.)
129 Micronesia, Federated States of (U.S.)
130 Monaco (Fr.)
140 New Hebrides (Fr.-U.K.)
146 Norfolk Island (Aus.)
149 Occupied Territories (Isr.)
162 Reunion (Fr.)
168 Saint Pierre & Miquelon (Fr.)
180 South West Africa—Namibia (S.Afr.)
192 Tokelau Islands (N.Z.)
198 Turks and Caicos (U.K.)
210 Virgin Islands (U.S.)
211 Wallis and Futuna (Fr.)

Not Free

Nations

1 Afghanistan
2 Albania
3 Algeria
6 Angola
9 Argentina
20 Benin
29 Bulgaria
30 Burma
31 Burundi
32 Cameroon
35 Cape Verde Islands
37 Central African Republic
38 Chad
41 China, Mainland
47 Congo
50 Cuba
52 Czechoslovakia
61 Equatorial Guinea
62 Ethiopia
70 Gabon
72 Germany, East
82 Guinea
83 Guinea-Bissau
85 Haiti
88 Hungary
93 Iraq
101 Jordan
102 Kampuchea
105 Korea, North
108 Laos
112 Libya
116 Madagascar
118 Malawi
121 Mali
125 Mauritania
131 Mongolia
134 Mozambique
143 Niger
150 Oman
151 Pakistan
163 Rumania
164 Rwanda
171 Sao Tome and Principe
172 Saudi Arabia
178 Somalia
189 Tanzania
191 Togo
200 Uganda
201 U.S.S.R.
206 Uruguay
209 Vietnam
213 Yemen, North
214 Yemen, South
215 Yugoslavia
216 Zaire

Related Territories

24 Bophuthatswana (S.Afr.)
28 Brunei (U.K.)
57 Easter Island (Chile)
207 Venda (S.Afr.)

Justice policy will support open courts, Civiletti says

By Margaret Genovese
and C. David Rambo
presstime staff writers

The U.S. Department of Justice is developing a written policy strongly favoring open trials and pretrial hearings in federal cases.

Attorney General Benjamin R. Civiletti told a luncheon meeting of the ANPA Government Affairs Committee March 12 that the department's policy—which he called its "open court" policy—may be ready for publication May 1.

After a 60-day comment period, it would be distributed to U.S. attorneys around the country to guide them in making, supporting or opposing motions to close judicial proceedings.

Civiletti said he hopes the policy also will become a model for the states.

The public and the press, Civiletti said, "cannot be barred entirely from attending criminal trials."

"The overriding importance of a constitutionally protected public criminal trial does not mean that every part of a trial, or all conduct during its course, must be open to total public scrutiny at all times," he said. But he added, "Given the well-established tradition and importance of open proceedings, there should be very strong presumption against closing pretrial proceedings or portions of trials."

The standard to be met "to overcome this presumption" should be three-fold, he suggested: "a clear and convincing showing of a danger or threat posed to a legitimate and outstanding right for which protection is sought," a determination that closure would effectively afford that protection, and the unavailability of any reasonable alternatives.

Although this is the department's first attempt to put in writing a policy on courtroom closures, Civiletti pointed out that "as a matter of practice, the federal government and federal prosecutors, I think without exception . . . have opposed such closures already."

Meanwhile, various state and local courts continue to rule on the matter in the wake of *Gannett v. DePasquale*, and prior to a U.S. Supreme Court decision in *Richmond Newspapers Inc. v. Commonwealth of Virginia* [**presstime**, March, page 14].

The **Massachusetts** Supreme Judicial Court Feb. 27 ruled that rape trials involving minor victims generally will be open except during the victims' testimony. A hearing will be held on any other portions for which closure is contemplated.

The ruling was on a suit brought by The Boston Globe after a Norfolk Superior Court closed a rape trial last fall involving three minor victims. Closure was made without request of the defense or prosecution; it was based on the trial judge's interpretation of a Massachusetts statute that says rape trials with minor victims will be closed except to people having a direct involvement in the case.

Also in **Massachusetts**, a Supreme Judicial Court justice Feb. 22 refused to overturn a trial court's closing of a suppression-of-evidence hearing. The justice said he relied on the judgment of the "senior and experienced trial judge" to determine justification for closure. But he also said he would not have closed the proceedings.

The Standard-Times of New Bedford, Mass., and The Journal and Bulletin of Providence, R.I., had argued that press freedoms were violated.

Free press rights were upheld by the **Missouri** Supreme Court, which Jan. 7 sustained a lower court ruling that a preliminary hearing in a St. Charles County murder case must remain open even though the defendant wanted it closed. The St. Louis Globe-Democrat and St. Louis Post-Dispatch had challenged that request.

The lower court held that a hearing can be closed only when certain conditions might endanger the defendant's right to a fair trial. Those conditions were not present, it determined.

In another **Missouri** case, a Buchanan County Circuit judge denied a murder suspect's request for a closed preliminary hearing. This court, too, ruled the suspect had not shown that an open hearing would cause irreparable damage to his case.

A **Washington** state Court of Appeals commissioner upheld a trial court's refusal to exclude news media from the trial of a man charged with burglary and rape. The official cited a provision of the Washington Constitution that "justice in all cases shall be administered openly." □

ANPA Government Affairs Committee members Charles S. Rowe (left) and Joe R. Seacrest (right) discuss issues of mutual concern with Attorney General Civiletti.

Court rules on work hazards

The U.S. Supreme Court recently gave workers a limited right to refuse to work under hazardous conditions.

In *Whirlpool Corp. v. Marshall* [**presstime**, November, page 29], the court upheld a U.S. Labor Department regulation issued under the Occupational Safety and Health Act which forbids employers from discharging or discriminating against employees who refuse to perform an assigned task because of a reasonable apprehension of death or serious injury.

The regulation does not require employers to pay workers who refuse to work in the face of imminent danger, the court ruled.

"Moreover," the court said in its unanimous, Feb. 26 decision, "any employee who acts in reliance on the regulation runs the risk of discharge or reprimand in the event a court subsequently finds that he acted unreasonably or in bad faith."

Such a finding recently was made by the National Labor Relations Board in a case involving the Detroit Free Press. The NLRB said that the newspaper did not unlawfully discipline two pressmen who refused to work until a "safe" button was repaired. A three-member board panel determined that the inoperative button did not create "an abnormally dangerous condition" [**presstime**, November, page 42].

In the *Whirlpool* case, two employees were given written reprimands for refusing to step onto a wire mesh guard screen 20 feet above the plant floor. One worker had fallen to his death from the screen several days before, and there had been a series of other accidents. □

Court briefs

A Jan. 20, 1981, trial date has been set in U.S. District Court, San Francisco, for retrial of a case in which two San Francisco Bay area weeklies charge the San Francisco Chronicle and the San Francisco Examiner with federal **antitrust** violations.

A previous trial ended in mistrial Jan. 7 after the jury deadlocked [**presstime**, February, page 15]. Judge William Ingram ordered a retrial after a February hearing.

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The U.S. Supreme Court March 17 refused Michigan publisher **John P. McGoff's** request to delay further his compliance with a Securities and Exchange Commission subpoena of documents in an investigation of his alleged South African ties [**presstime**, March, page 15].

McGoff had sought the delay to enable a federal appeals court to hear his arguments and decide on the validity of the subpoena.

McGoff is continuing an appeal even though he must turn over the documents "imminently," said his attorney, Raymond G. Larroca of Washington.

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A Mendocino County, Calif., Superior Court has declared unconstitutional a California law permitting a defendant to **close his preliminary hearing**.

However, defendant Kenneth Parnell has appealed Judge Arthur Broaddus' March 18 decision to the California District Court of Appeals.

Parnell is accused of kidnapping two boys—one for seven years. His initial request to close the preliminary hearing was granted by a county judge. Broaddus overturned that ruling upon an appeal by United Press International.

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The Manitoba Court of Appeal said a lower court judge overstepped his bounds last summer in **barring Winnipeg Free Press reporters from a trial.**

The provincial court's exclusion "interfered with the freedom of the press to report what it considered news," said Chief Justice Samuel Freedman who questioned the lower court's order.

Reporters from the Free Press were barred after the newspaper refused to agree not to publish names of witnesses.

The trial involved a man charged with operating a prostitution business. Newspaper reports naming witnesses might interfere with justice, the Canadian trial court had ruled. □

PBS to air program on press court case

The Public Broadcasting System will air "Three Appeals," a program based on the first videotaped arguments in the history of the New York Court of Appeals, at 10 p.m. Monday, April 28.

The program will feature explanations of the three cases, including *Westchester Rockland Newspapers Inc. v. Leggett*—the so-called "Gannett II" case [**presstime**, January, page 14]—as well as their arguments before New York's highest state court.

Broadcast dates and times may vary from city to city. Check local television listings.

Court changes urged

The ANPA Press/Bar Relations Committee has recommended to the ANPA Board that the Association urge the U.S. Supreme Court to offer reporters an opportunity to read opinions—under special court security—an hour or two in advance of their official public release.

The Committee also wants ANPA to ask the Supreme Court to consider linking its computer system to those of news media to allow for high-speed transmission of opinion texts. □

ABA seminar to study *Gannett* decision

The U.S. Supreme Court's *Gannett v. DePasquale* decision will be analyzed during an American Bar Association seminar on "Courtroom Closings and Gag Orders," Saturday, April 19, at the L'Enfant Plaza Hotel in Washington.

Participation is open to reporters, editors, media attorneys, trial judges, prosecutors and defense attorneys. Cost is $175 for ABA members, $180 for nonmembers.

For more information, contact the ABA National Institute, 1155 E. 60th St., Chicago, Ill. 60637; (312) 947-3600. □

Attorney general drafting bill to limit FOIA 'with precision'

By C. David Rambo
presstime staff writer

Attorney General Benjamin R. Civiletti is drafting legislation to limit "with some precision" the applicability of the Freedom of Information Act.

But, Civiletti told the ANPA Government Affairs Committee, he does not want to "emasculate or cut back or restrict or substantially defeat the beneficial purposes of FOIA."

FBI Director William H. Webster, addressing another session of the Committee's March 11-12 meeting in Washington, maintained that the FOIA must be amended to better protect informants' identities. He has asked Congress for such changes.

"Until the Congress makes modifications (in FOIA) . . . we are not going to be able to persuade the person on the street —who is in a position to supply information to us, at some personal risk—that he ought to do so," Webster said. "He can't be persuaded that we are able at the present time to keep his name confidential," the FBI chief added.

In a related development, ANPA and seven other press organizations urged House-Senate conferees to refrain from using the Federal Trade Commission authorization bill as a vehicle to amend the Freedom of Information Act.

Responding to questions after an address on open courts (see story, page 12), Civiletti spoke generally of his FOIA initiative without identifying specific amendments.

He said the FOIA should prevent government officials from secretly taking into personal possession public records kept "in the ordinary course of the public business."

Last month's U.S. Supreme Court decision exempting from FOIA some documents former Secretary of State Henry A. Kissinger now holds "might have" been different had Civiletti's recommendation been law, he noted.

The attorney general said he opposes convicted felons having the right to obtain information on FBI investigations or on cases involving them "independent of what is newsworthy or in the public interest generally."

Civiletti also wants revisions for counterintelligence "in the same area."

His legislative proposal, based on recommendations of a special Justice Department task force, is expected to be finished by mid-May.

The FBI's Webster said he has made "seven, simple, specific proposals to the Congress" for protecting informants. Most have been incorporated in two bills, HR 5129 by Rep. Robert McClory (Ill.) and S 2086 by Sen. Orrin G. Hatch (Utah).

Webster added that while his and the Justice Department's proposals are "consistent," he doesn't think Justice's will succeed because they are too broad.

Justice Department task force members have refused to reveal the nature of recommendations sent to Civiletti. However, they indicated concerns in the areas of:

- Law enforcement. The already-mentioned desire of the FBI is to improve protection of the identities of its confidential sources.
- Foreign intelligence. The CIA wants blanket FOIA exemption for files containing information from foreign sources assured of confidentiality.
- Litigation and discovery. Consideration is being given to some exemption for materials prepared in anticipation of criminal and civil litigation.
- Business confidentiality. The task force is considering a requirement that notice be given to the submitter of information when an FOIA request is made for that submitter's data. □

House panel expands search legislation to cover all innocent third parties

A House judiciary subcommittee has broadened a newsroom search bill to cover all innocent third parties, a move ANPA had supported.

In expanding the bill, the Subcommittee on Courts, Civil Liberties and the Administation of Justice also changed the name of the "First Amendment Privacy Protection Act" to the "Document Protection Act of 1980" (HR 3486).

The original legislation would have prohibited police officers with search warrants—not subpoenas, which can be challenged in court—from searching through the work product of reporters and others involved in First Amendment-protected activities. Proposed by the Carter Administration in April 1979, it was designed to remedy the U.S. Supreme Court's 1978 decision in *Zurcher v. Stanford Daily*, allowing police to conduct unannounced newsroom searches.

ANPA Executive Vice President and General Manager Jerry W. Friedheim subsequently urged the subcommittee to amend the bill to cover all non-suspect third parties. U.S. Rep. Thomas F. Railsback (Ill.) proposed such an amendment, and it was adopted unanimously Feb. 26.

Under the amended bill, the press would be protected from searches by law enforcement officials at all levels of government. Other innocent third parties would have protection from federal searches only.

Assistant Attorney General Philip B. Heymann, head of the Justice Department's Criminal Division, told members of the ANPA Government Affairs Committee March 12 that the extension of protection to third parties remains "very troublesome." He urged the committee to "go along with our desire to have a First Amendment bill."

"People who hold documents for someone else . . . are people who are likely to take some action to protect the persons who gave them the documents," Heymann contended. He added, "There is no record of federal abuse of any power to search for documents in the hands of third parties . . . All of the abuse, and it's not so great, is in the state and local area, but all of the protection (in the bill) would be only against the federal government."

The full House Judiciary Committee has not scheduled a hearing on the bill [**presstime**, December, page 16]. □

Senators ask rationing priority for newspapers

Efforts to obtain a priority designation for newspapers in the standby gasoline rationing plan intensified in late March as the Carter administration prepared to submit the plan to Congress.

Several influential senators—including the majority and minority leaders and the chairmen of the energy committees—appealed directly to the President urging specific assistance to newspapers under the plan. Each senator noted that action by the administration was key because no congressional amendments would be permitted once the plan was submitted to Capitol Hill.

In addition, ANPA stepped up its longstanding efforts to obtain newspaper recognition in the provisions of the plan. That goal was reaffirmed by the Government Affairs Committee which, after meeting March 11 with Federal Energy Regulatory Administrator Hazel Reid Rollins, agreed that additional steps should be taken to urge the President to amend the plan.

Rollins, as head of the Department of Energy's regulatory arm, appeared sympathetic to newspapers' priority need for gasoline and acknowledged that the plan DOE recommended to the President does not provide a newspaper priority.

Her only advice, however, was that newspapers "lobby the bedickens out of this issue."

. ANPA has alerted member newspapers across the country to the issue and has been in frequent contact with Congress and the Energy Department over the current plan and its predecessor, which was rejected by Congress [**presstime**, March, page 9].

The President is expected to send the latest plan to Congress shortly. Once submitted, the plan will undergo 30 days of congressional review prior to being put on standby status. While Congress cannot amend the plan, it can veto it by passing a joint resolution of disapproval.

Sending letters to the President on behalf of newspapers' need for gasoline supply were Senate Majority Leader Robert C. Byrd (W.Va.), Minority Leader Howard H. Baker Jr. (Tenn.) and four members of the Senate Energy and Natural Resources Committee—Henry M. Jackson (Wash.), chairman; J. Bennett Johnston (La.), chairman of the subcommittee on energy regulations; Pete V. Domenici (N.M.); and Mark O. Hatfield (Ore.)

Sen. Ted Stevens (Alaska), in a speech on the Senate floor March 6, asked his colleagues to join in the effort to secure a newspaper priority.

"We may be on the verge of inadvertently creating a form of 'censorship by omission,' " he said. "Unless priority status is accorded the publishers of American newspapers, the people of Alaska would suffer what amounts to a news blackout at a time when information would be vital to democratic decision-making during a time of grave national emergency." □

DOE's Hazel Reid Rollins tells ANPA Government Affairs Committee Chairman John M. Jones and other publishers to "lobby the bedickens" for priority status in rationing plan.

Administration ponders temperature law renewal

The federal building temperature control law expires April 16, and the Department of Energy is sending out conflicting views on whether the law will be allowed to die [**presstime**, October, page 11].

One DOE staffer reportedly said the decision was made to let the law lapse because "a political year is not a good year to ask Congress to do something we cannot strongly defend."

But DOE spokesman Philip Garon told **presstime** "there's a very real possibility the President may ask Congress to continue this program, political year or no political year."

DOE estimates the law has resulted in savings of about 40 million barrels of oil since it was implemented last July. □

ANPA, others monitoring OSHA carcinogenic rules

The ANPA Executive Committee has instructed ANPA staff to monitor closely any legal challenges or other actions which stem from Occupational Safety and Health Administration regulations on potential carcinogens in the workplace.

The regulations are effective April 21 and could have a substantial impact on all industries, including newspapers [**presstime**, March, page 12].

Several national trade associations from the oil and heavy manufacturing industries already have launched legal challenges to the OSHA regulations. Among other things, these suits charge that the rules are overly broad, ambiguous and impossible to implement reasonably.

At its mid-March meeting, the Executive Committee also instructed the ANPA staff to continue its active work with member newspapers in furtherance of all employee health-and-safety matters. □

Analysts see no benefit in more media regulation

By Margaret Genovese
presstime staff writer

Securities analysts and media researchers last month gave a congressional subcommittee a bullish economic overview of the industry—lending little support to calls for increased media regulation.

"We find it difficult to conceive of any benefit to the consumer from further regulation of the media," testified R. Joseph Fuchs, vice president of Kidder, Peabody and Co. Inc. "To the contrary, the competitive forces within the media have never been stronger and the technological explosion is likely to accelerate that trend."

". . . less interference in the rapidly changing media environment is most likely to best serve the goals of the First Amendment and the needs and desires of the consumer," Fuchs said.

Also testifying on media concentration before the House Small Business General Oversight Subcommittee in early March was Ellen Berland Sachar of Goldman, Sachs & Co. She asked members to avoid imposing legislation on the media based on "a personal response to hometown newspaper ownership" or the "editorial views" expressed by media.

Sachar said that the government's concern over the diversity of media voices and the survival of the independent entrepreneur are more likely to be solved by new techology "rather than any new regulatory or legislative measures."

Others testifying included:

• Rand Corp. Economist James N. Dertouzos, who suggested a change in tax laws encouraging the investment of accumulated reserves by media companies in acquisition of media properties. Such change "is justified given the desirability of maintaining a large number of independent and viable media sources," he said.

• John S. Reidy, vice president of Drexel, Burnham, Lambert Inc., who said he believes "it is a positive for the general public that media companies have multiple media segment representation, which the subcommittee perhaps pejoratively calls media concentration. . . . I find no evidence of loss of editorial independence from media acquisitions."

• J. Kendrick Noble Jr., first vice president of Paine, Webber, Mitchell, Hutchins Inc., who asked that government not restrict media ownership but solve problems involving copyright laws, postal costs, tax inequities and inflation. He opposed economic controls and urged deregulation of broadcasting.

• Benjamin M. Compaine, executive director of media and allied arenas in Harvard University's Program on Information Resources Policy, who said the "weight of existing data must go against any precipitous action affecting the status of the media."

Subcommittee Chairman John La Falce (N.Y.) said the series of hearings [**presstime**, February, page 13] will continue, although no schedule is set. □

3 combinations win FCC extension

Three co-located newspaper/broadcast combinations which the Federal Communications Commission originally ordered broken up by 1980 have been granted another deadline extension.

WALB-TV Inc., owner of the Albany (Ga.) Herald and WALB-TV received a one-year waiver of divestiture; Owosso Broadcasting Co. Inc., owner of The Argus-Press in Owosso, Mich., and WOAP-FM; and the Anniston Broadcasting Co., owner of The Anniston (Ala.) Star and WHMA-AM/FM-TV, were granted six-month extensions.

Last November, these combinations and two others in the process of selling broadcast stations were granted deadline extensions from Jan. 1 to June 1 of this year [**presstime**, January, page 17]. □

FEC regulates newspapers on debates

Newspapers may pay for and stage nonpartisan political debates involving candidates for federal office under new federal regulations expected to go into effect early this month.

ANPA had asked Congress to reject the new regulations on grounds that "the free press should be able to sponsor political debates without government interference."

ANPA Executive Vice President and General Manager Jerry W. Friedheim, in a Feb. 29 letter to the chairmen of the House Government Affairs Committee and the Senate Rules Committee, also said "enactment of such regulations could lead to additional regulatory efforts by the Federal Elections Commission into such areas as defining a 'nonpartisan' debate."

The FEC proposed the new regulations in December after the Senate rejected a previous version [**presstime**, February, page 9]. ANPA, which also opposed the earlier version, objected to the current version after three Republican presidential hopefuls, excluded from a Feb. 23 debate between Ronald Reagan and George Bush—sponsored by the Nashua (N.H.) Telegraph—appealed to the FEC.

The new regulations state that "broadcasters, bona fide newspapers, magazines and other periodical publications may stage nonpartisan candidate debates."

In addition, they provide that a newspaper may not accept money from corporations or labor organizations to defray the cost of the debates. □

Pay standard adopted

The Council on Wage and Price Stability has adopted a range of 7.5 to 9.5 percent as the new, voluntary standard for pay increases.

The standard, announced March 13, applies to the year beginning October 1979. It replaces the 7-percent wage guideline in effect since the program was launched in 1978 [**presstime**, February, page 10]. □

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about governmental transportation regulations which may affect newspapers' shipments of newsprint and equipment.)

The **Chicago, Milwaukee, St. Paul & Pacific Railroad** has ended service over approximately 4,600 miles of its 9,500-mile system under bankruptcy court order. The scaled-down railroad now includes a core system, known as "Milwaukee II" in its reorganization plan, and about 1,500 miles for which purchase bids have been made. The Milwaukee said it will continue service on these 1,500 miles as long as the Federal Railroad Administration provides operating funds. That money was scheduled to be discontinued April 1. The Interstate Commerce Commission granted four other railroads permission to operate on a portion of the 4,600 miles of embargoed tracks during March.

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Meanwhile, a federal court judge denied creditors' requests to liquidate the **Milwaukee Road**, and the ICC rejected two competing plans to reorganize the bankrupt line. The railroad's bankruptcy trustee said he will submit a new reorganization plan to the court and ICC [**presstime**, March, page 13].

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Directed service over the bankrupt **Chicago, Rock Island & Pacific Railroad**, under court order to prepare for liquidation, was scheduled to end April 1, although congressional action giving more time was pending. Meanwhile, the ICC approved several railroads' proposals for voluntary, interim service on portions of Rock Island track. Such operations may ensure the continuance of service on much of the bankrupt line when government-directed service ends. If legislation for more time fails, the railroad trustee will proceed with dismantling the company [**presstime**, March, page 13].

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Officials of the **Union Pacific** and **Missouri Pacific** railroads have signed a final merger agreement. But both companies' stockholders and the ICC must approve it before merger occurs [**presstime**, February, page 14].

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In separate actions, the U.S. Railway Association has approved additional funding for the **Delaware & Hudson** and **Conrail.** The D&H received an additional $2 million in loans, increasing to $32 million the amount it has borrowed from the USRA. The association also has agreed to defer $1.4 million in interest due last December from previous loans. The D&H serves New England, other states in the Northeast and Midwest. Conrail won USRA approval of a first-quarter investment of $253 million—the highest of any quarter in Conrail's four-year history. USRA President Donald C. Cole said that amount was necessary because Conrail anticipates declining first quarter traffic, reflecting current economic conditions. Of the $3.3 billion Congress has authorized for Conrail under past legislation, $2.9 billion now has been spent.

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The ICC says railroads must now earn an 11-percent **return on net investment** to attract and retain capital, compared to the 10.6-percent level established by the ICC in 1978. The industry calculates its fair rate of return to be 12.6 percent. Commission findings followed a recent revenue-adequacy proceeding conducted under regulations the ICC adopted in accordance with the 4R Act.

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A 2-percent, interim **freight-rate increase** became effective Feb. 27 for railroads within the West and border points in the East and South. It was to be absorbed by a 4-percent increase scheduled to go into effect nationwide April 1, pending ICC approval. If that larger increase is not approved, the 2-percent increase will expire May 1 [**presstime**, March, page 13].

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The ICC increased the **fuel-recovery surcharge** for truckload traffic from 12.5 to 13 percent. The surcharge for less-than-truckload traffic performed by carriers not using owner-operators increased from 2.2 to 2.3 percent. Fuel surcharges for bus companies rose from 4.8 to 4.9 percent [**presstime**, February, page 14].

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The Private Truck Council of America has prepared two **manuals for private truck operators** which may be of interest to newspapers' circulation departments. One covers federal regulations and the other state and Canadian regulations. Each manual, including revisions, costs non-council members $85 a year. Contact the Private Truck Council of America, 1101 17th St. NW, Washington, D.C. 20036. Payment must accompany orders.

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The International Longshoremen's Association and **ocean shipping industry** officials have agreed to complete a new master labor agreement by July 1, three months before the dockworkers' current pact expires. The union represents dockworkers from Maine to Texas and Puerto Rico. Initial negotiations are scheduled to begin May 6 in Miami.

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The 1980 navigation season on the **St. Lawrence Seaway** between Montreal and Lake Erie began March 24. The opening was the earliest ever for the Montreal-Lake Ontario and Welland Canal sections, according to the St. Lawrence Seaway Authority.

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Many Canadian provinces on Jan. 1 adopted **new bill-of-lading terms** for truck shipments from and within Canada. Major changes include a nine-month maximum limit for filing loss and damage claims and a 60-day requirement for notice of claim to the carrier. Limitations previously varied by province. The Canadian rail bill of lading remains the same. It requires that notice of loss, damage or delay be made in writing to the carrier within four months of delivery or, in case of non-delivery, within four months after a reasonable time for delivery. Notice to file a claim within that period removes time limitations for actual filing of claims. □

Foreign correspondents are staging a comeback

By Marna Perry
presstime staff writer

Recent world events have focused attention on "America's eyes and ears abroad," the front line of public-information gathering overseas: the foreign correspondent.

And there seems to be a growing feeling in the news business that "it's never been more essential than now to have those journalists out there," as Chicago Tribune Foreign News Editor Michael McGuire puts it.

Public opinion polls show that following the Vietnam War and the advent of the "me generation" of the early 1970s, the American public turned its attention away from international affairs. At about the same time the number of U.S. reporters abroad began to drop dramatically.

But since the crises in Iran and Afghanistan, there seems to be a shift back toward public concern over the world situation. This change in emphasis was reflected in a **presstime** spot check of several small- and medium-sized daily newspapers, whose managing editors expressed strong interest in international news.

Iran and Afghanistan have "taken on the look of a local story" in terms of reader interest and response, explains Rude Difazio, managing editor of the Daily Tribune, Royal Oak, a 50,000-circulation daily in Royal Oak, Mich.

Dr. Ralph Kleisch, professor of journalism at Ohio University, reports that from 1969 through 1975, full-time U.S. media representatives abroad—both U.S. citizens and foreign nationals—dropped from 929 to 676, with most of the cutbacks involving Americans.

"We're gathering numbers now for a new census," Kleisch says. "It's my hope—and it seems to be what others in the news business believe—that figures will show we've bottomed out and may be back on an upswing."

Buttressing that view, nearly all of the 10 newspapers and wire services with overseas staffs interviewed report either recent or planned increases in their personnel abroad.

In addition, there will be some new media flags being shown. Knight-Ridder Newspapers, the second largest publishing group in the country, is breaking into the full-time foreign correspondent business, basing eight staffers in other countries. So is the Dallas Times Herald, which has opened a one-person bureau in Mexico City.

Soaring costs

The decline in American journalistic presence overseas over the last decade has been attributed largely to economics —the rate of inflation here and abroad, and the plunge of the dollar on world money markets.

Time Magazine Managing Editor Ray Cave recently told the Overseas Press Club in New York City that "Time has 20 bureaus overseas and 34 correspondents. The average cost per correspondent in 1980 will exceed $200,000. This is 245 percent higher than in 1970, when the cost per correspondent was $83,000."

Los Angeles Times Foreign News Editor Robert Gibson notes that "about 15 years ago, we were supporting a bureau on the average for $40,000 to $50,000 per year. Now the average cost is about $150,000 per year."

He says that if support staff such as foreign desk editors are factored into the tabulations, "the cost would come up to about $55,000 more per bureau."

Noting that annual bureau costs average "well into six figures," Baltimore Sun Managing Editor Paul Banker says that "fortunately we have two bachelors in two of our most expensive bureaus. Our foreign editor keeps telling me he would like to hire only bachelors" because it would be less costly for the paper.

New York Times Foreign News Editor

Chicago Tribune's Michael McGuire

Robert B. Semple Jr. agrees that "there's a tendency toward smaller family units or single persons going overseas now."

Donald Neff, Time-Life News Service editor for the Time Inc.-owned Washington Star, cites another reason for the past decade's drop in foreign correspondents: the personal financial sacrifices involved in holding down a "glamorous" foreign correspondent's slot.

Journalists who move abroad might "lose out on owning a home here and keeping up with the home-country economic market," Neff says, adding that "between Congress changing tax laws (affecting individuals and companies) and other economic problems, we're drying up the eyes and ears of the United States in the foreign community."

Although the foreign correspondent's economic situation has changed drastically abroad, there is one aspect to the job which remains constant—the occasional, real danger.

The International Press Institute reports that in 1979 at least 10 foreign correspondents were killed, seven wounded and five arrested around the world; these figures include some Americans, at least two of whom were killed.

Much of the danger associated with the job today stems from urban guerrilla warfare and terrorism.

Gerard Loughran, United Press International's cables desk editor, attributes today's brand of danger to "changes in morality and concepts. Things that once were sacrosanct no longer are, like (the idea of) embassies being attacked. Since reporters tend to work close to such nerve centers today, they tend to be more vulnerable."

The Chicago Tribune's McGuire adds

that "the type of danger is shifting. At least you knew where the front lines were in the standard wars. Although that didn't protect you so much, you knew which way to look. Now you don't know where the front lines are. With urban guerrilla warfare, everything shifts."

Other constants in the lives of foreign correspondents include such problems as lack of access to sources, inability to obtain permits to enter countries, and cultural, religious, racial and sexual prejudices.

At the same time, the overseas press corps often is faulted for causing some of its own difficulties.

Since the early stages of the hostage crisis in Iran, some foreign correspondents have been accused of allowing themselves to become part of the story, of acting in quasi-ambassadorial roles, of being manipulated by the people they were covering.

The Los Angeles Times' Gibson believes print journalists are less susceptible to these problems than electronic media reporters "because they're not trying to collect everything into a single eye—namely the camera—to get the most graphic support for their story."

But Karen de Young, The Washington Post's assistant foreign news editor, believes all media are equally subject to manipulation.

"Because of the information coming out of a country, the media are becoming actors in a particular drama," she says, noting that "one can clearly see (Iranians) look at the press as a way to send messages to particular governments."

To counteract such manipulation, de Young says, correspondents must make clear in their stories that "the Iranians are using the U.S. press. But," she adds, "you can't ignore legitimate news stories."

Despite the soaring costs, dangers and imperfections inherent in the system of international news coverage by foreign correspondents, everyone interviewed agrees with McGuire that:

"Never before in the history of the U.S. has it been so crucial to understand the world and the forces rising around the globe because of their effect on America and the American pocketbook. Newspapers simply can't ignore this." □

ANPA opposes move to end Saturday mail

ANPA and 32 other newspaper associations have told Congressional leaders and President Carter that they oppose eliminating Saturday mail delivery as a means of helping to balance the fiscal 1981 federal budget.

"A continuous flow of news and information to newspaper readers across the country is essential at a time when communication is crucial to the solution of our many important problems," the newspaper groups said in a telegram to the President.

"Forcing private delivery of newspapers now carried in the mail would cause senseless waste of energy and would contribute unnecessarily to inflation," they added.

Postal officials have estimated that eliminating one day of mail delivery would result in an annual savings of $500 million after the first year.

The House Budget Committee approved the postal subsidy slash March 20 as part of a package of proposed cuts totaling $16.5 billion.

According to published reports, President Carter also may recommend an end to Saturday mail. He was scheduled to announce his proposals to balance the budget about the first of April.

Attempts to eliminate one day of mail delivery have been roundly defeated several times in the past. But observers say there has never been as much momentum for the idea as there currently appears to be. □

Publishers study USPS plan for voluntary, 9-digit ZIP Code

Newspaper publishers are taking a wait-and-see stance on the U.S. Postal Service's voluntary plan to add four digits to the present five-digit ZIP Code in February 1981.

"We would support anything that would improve service, but we have to know more about what it costs and what the benefits will be," said Loring W. Britton, ANPA Postal Committee vice chairman who is postal distribution and traffic manager of The Christian Science Monitor.

One concern publishers have expressed is the possible inability of some newspapers' computers to accommodate the additional ZIP Code numbers in their programmed mailing lists.

Postal officials say the expanded ZIP Code is designed to speed up service, improve sorting and hold down future rate increases.

Implementation will begin with large-volume, first-class mail. Other classifications (including second-class) will be phased in gradually under a schedule yet to be announced by the Postal Service.

The Postal Service expects approximately 50 percent of all mail to carry the longer ZIP Code by fiscal year 1982, 75 percent by fiscal 1984 and about 90 percent by fiscal 1986.

Authorities are studying the possibility of providing certain incentives to encourage postal customers to use the longer code, USPS spokesman Louis A. Eberhardt Jr. said.

Existing ZIP Codes will continue to designate areas served by a post office or branch in a multi-coded city. The first two numbers of the add-on will denote a more specific geographic "sector" in the service area; the remaining two digits will represent "segments" as specific as a floor in a building or a cul-de-sac.

The Postal Service will work with publishers on updating mailing lists, Eberhardt said. Computer tapes and directory assistance will be available to customers.

Approximately 97 percent of all mail now contains the five-digit ZIP Code, first implemented in 1963. ZIP Codes currently are mandatory only on parcel post. □

New Jersey enacts search law and reporters' notes measure

New Jersey is the eighth state to enact a police newsroom search law remedying the U.S. Supreme Court's 1978 decision on surprise police searches of newsrooms [**presstime**, November, page 30].

The legislation, signed Feb. 28 by Gov. Brendan T. Byrne, requires law enforcement agencies to obtain approval from a county prosecutor or the New Jersey attorney general's office before seeking a newsroom search warrant.

The law also stipulates that media files are subject to search and seizure only if there is probable cause to believe the news organization is involved in a crime, if the search is necessary to prevent death or serious injury, or if use of the subpoena process would result in destruction or concealment of evidence.

In an effort to prevent a recurrence of the 1978 Myron Farber case, New Jersey also enacted a separate measure which would further protect reporters' notes from subpoena by assuring a hearing on such subpoenas.

By refusing to hear the Farber case, the U.S. Supreme Court in effect upheld a New Jersey Supreme Court ruling that neither the U.S. Constitution nor an existing New Jersey shield law grants absolute privilege not to turn over information sought by a criminal trial defendant. The New York Times' reporter spent 40 days in jail on contempt charges, and the Times paid $285,000 in fines in the case. □

Publisher of Minn. sex paper deplores lack of media outcry over police search

The publisher of a sex-oriented newspaper in Minneapolis is miffed by what he calls "smugness of the local media" which paid scant attention to alleged First Amendment violations against him, including a police search of his files.

"As long as their ox isn't being gored personally, they don't seem to care," said James E. Peterson.

Peterson's paper, The Metropolitan Forum, recently was searched by city vice officers seeking documents relating to his former ownership of a "sauna parlor," he explained. He claimed police are "retaliating" for "the vicious things I have said about them in my column."

Police, however, said they were conducting an investigation into Peterson's alleged "procuring for prostitution." The newspaper search was performed with proper warrants, they added.

Peterson's "press freedom" plight may have gone undefended by most media organizations, but it was not totally unnoticed. The Minneapolis Star reported on the matter, and the Minnesota Newspaper Association pointed out in its bulletin: "It was a search of a newspaper office, and so far, (there has been) not one peep of protest from anyone. . . . It is easy to look the other way when rights of persons we don't like or don't approve of are violated." □

South Dakota legislature again defeats proposal to levy advertising tax

For the third year in a row, the South Dakota Legislature defeated a proposal to impose a sales tax on advertising [ANPA General Bulletin, March 28, 1979, page 98].

But news media in the state expect another attempt to pass such a tax to be made next year, according to William J. McDermott, manager of the South Dakota Press Association.

"I think that if one state gets it (an advertising sales tax), all will have it within five years," he added.

The just-completed session of the legislature also voted to repeal a year-old—but as-yet uncollected—sales tax on wire services. However, Gov. William J. Janklow vetoed the repeal measure. □

Uniform bill on privacy, FOI drafted

The National Conference of Commissioners on Uniform State Laws has drafted legislative language on privacy rights and freedom of information that could be considered by states as a model for adoption.

A refined "Uniform State Information Practices Code" is scheduled to be finished by May 1, and the conference plans to vote on a final verson in mid-August.

If adopted, the code will be proposed for enactment by all 50 states.

Albert M. Pearson, a University of Georgia School of Law professor who serves on the conference's Drafting Committee, said the information-practices code is intended to make "reasonably uniform" all states' personal-records policies which now differ widely. Freedom-of-information issues were included "to make the privacy act more complete. . . . You really can't talk about privacy without talking about freedom of information," he said.

Pearson added that the code probably will strike a balance between privacy and freedom of information similar to that of the existing federal Freedom of Information and Privacy acts.

Drafters recently "have been moving more toward the disclosure side" of the balance, Pearson noted.

He and the 14 other members of the committee will meet again April 12 in Chicago to decide on final, major revisions.

The National Conference of Commissioners on Uniform State Laws was established in 1892. Since then, it has written between 250 and 300 uniform state laws. The 250 members of the conference—judges, lawyers and law professors—are appointed by the states.

ANPA is monitoring development of the code.

Copies of the draft are available from the ANPA Government Affairs Department. □

Joint Satellite Task Force transmits report to boards

The Joint Satellite Task Force of ANPA, the Associated Press and United Press International has completed its two years of work and has forwarded its final report and seven recommendations to the boards of directors of the three organizations.

If the three boards accept the report, "Newspapers should be able to receive —through the use of one satellite-receiver dish—all wire services soon and the potential, national-advertising facsimile service in the future," according to the Task Force.

Task Force Chairman Stanton R. Cook, chairman and publisher of the Chicago Tribune, transmitted the final report to ANPA Chairman and President Allen H. Neuharth, AP President Keith Fuller and UPI President Roderick W. Beaton, asking each that "it be brought to the attention of your board of directors at the earliest opportunity." Cook also urged that the directors "look upon this report favorably and move to adopt its recommendations."

Other members of the Task Force included: Fuller; Beaton; Jerry W. Friedheim, ANPA executive vice president and general manager; David Bowen, AP vice president and director of communications; James F. Darr, UPI vice president/systems development; and J. Stewart Bryan, publisher of the Richmond (Va.) Times-Dispatch and News Leader [**presstime**, March, page 30].

The Task Force recommended that:

"1. The Task Force parties and the newspaper business as a whole should accept with appreciation the decision of AP and UPI to structure their individual, satellite-communications services in a manner which will utilize the same satellite(s), same down-link system(s) and same 'single-dish' receivers.

"2. Individual newspapers should be provided technical details of the systems and the equipment to be used by AP and UPI so that the newspapers may make proper, *individual* lease or purchase decisions about acquisition of receivers and related equipment either from the wire services or from other suppliers; and similar *individual* decisions about maintenance arrangements.

"3. Other and future parties which might provide satellite services to newspapers separate from the compatible AP and UPI systems and equipment should be provided the data necessary for them to achieve compatibility if they wish, thus relieving newspapers of the necessity of installing additional receivers for additional services.

"4. ANPA and its Research Institute should expeditiously proceed with development of the 'black box' hardware necessary for an advertising facsimile and insertion-order system. AP and UPI should assist as necessary in any field testing needed on such new equipment.

"5. ANPA and the Newspaper Advertising Bureau should consider how and by what entity an advertising service would be provided if and when the above hardware were perfected.

"6. A joint public announcement should be made whatever the resolution of these recommendations by the addressee boards of directors.

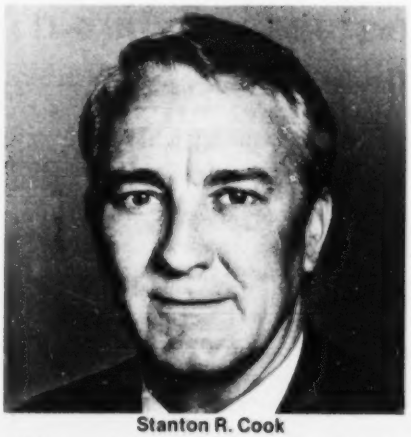
"7. Individual newspaper publishers are and should be free to make their own independent, unilateral decisions regarding earth stations and related equipment."

According to the final report accompanying these recommendations, the Task Force's investigatory work was divided into four major areas—the technical, regulatory, economic and legal aspects of the transmission of news and other services to newspapers via satellite.

Technical questions were answered early in the course of the investigation.

"It quickly became apparent to the Task Force that the technology of satellite communications already was well-demonstrated and that many newspaper-business-related entities already were using it regularly," the report states.

Task Force concern over "how to achieve a 'regulatory' environment consistent with the First Amendment guarantees of a free press unlicensed by government . . . virtually disappeared when on Oct. 18, 1979, the Federal Communications Commission essentially deregulated receive-only satellite dishes," according to the report.



Stanton R. Cook

An eight-month study of the economic feasibility of satellite communications was undertaken in February 1979 at the direction of the Task Force by ARINC Research Corp. "Its major conclusion was that the delivery of newswire services and national advertising to newspapers via satellite was economically and technically feasible at substantial savings vis. a vis. landlines and with significant potential advantages for future services of other kinds," the report says [**presstime**, November, page 54].

The Task Force then turned to consideration of "possible implementation steps which would be legal and would best enable separate users of satellite communications to properly serve the entire newspaper business."

It concluded that establishment of a new " 'joint venture' entity" to manage a satellite communications system was "neither feasible nor necessary"; that "neither AP nor UPI should become a single 'operating agent' for a system"; but that the "goal of proper service for the newspaper business" could be reached if the wire services would occupy the same satellite(s) and transponder(s). This would make it possible for newspapers to receive wire-service transmissions on one receiver dish. □

Nebraska's Harold Andersen: global view of press freedom

By Kathleen Hunt Baird
presstime special writer

Harold W. Andersen is a newspaperman from the heartland of America whose voice as an advocate of world press freedom is now heard around the globe.

Andersen grew up and was educated in Nebraska. His newspaper career began and flourished there. In Horatio Alger fashion, he rose from reporter to president of the World-Herald Co. in his hometown of Omaha. And his chosen profession honored him in 1974 with election as chairman and president of ANPA. Until that point, it had been a typically domestic success story. But then, at age 50 and as a spokesman for the newspaper business, his interest in worldwide press freedom blossomed.

In his role as ANPA chairman, he attended the 1974 Congress of FIEJ, the International Federation of Newspaper Publishers. Andersen became intrigued by the topic, grew increasingly active in the federation and in 1976 was elected its vice president. Then, two years later, he was elected the first American president of FIEJ, with his term to expire at the 33rd Congress May 25-29 in Tel Aviv, Israel.

He will continue to serve as chairman of the World Press Freedom Committee, a position to which he was elected last fall.

In a way, Andersen's fascination with world press freedom matters is a logical extension of his role as a leading First Amendment hard-liner. He was among the front ranks of those who battled successfully against a trial judge's gag order in the celebrated U.S. Supreme Court case of *Nebraska Press Association v. Stuart* in 1975.

Even so, it was a long way, a leap across half a continent and an ocean, to go from challenging attempts to restrict the press in a Nebraska courtroom, to monitoring attempts to control the press in places as diverse as Jamaica and South Africa.

Now that he's fully plugged in to the humming foreign press circuit, he must divide his time between his family—his wife, Marian, and their two children—his international obligations and his U.S. responsibilities, including his newspaper; directorships of the Newspaper Advertising Bureau and the Associated Press (which has "a great stake in press freedom around the world," he notes); trusteeships of his alma mater, the University of Nebraska, and of the Freedom of Information Center at the University of Missouri; and the chairmanship of the Federal Reserve Bank in Kansas City.

For a man with Andersen's commitment to press freedom, contact with much of the world can prove disheartening. He recalls an incident which occurred while he was participating in a four-week exchange program in the Soviet Union, an incident he later shared with readers of his newspaper. In Novosibirsk, Siberia, he and Soviet journalists "toasted vodka to peace and the power of the pen. But when we got down from the abstract level to the nitty gritty, we were so far apart in philosophy that there wasn't much point debating" the role of the press in society.

Harold W. Andersen

Andersen has encountered similar situations during his travels in Eastern Europe and Asia, including the People's Republic of China.

It adds up to a job full of irritations, such as being "lectured" about freedom by dictatorships and being accused of earthquake-and-coup reporting by emerging nations "when many of them won't allow Western correspondents in, or restrict them so much they can't do a really good reporting job," says Andersen.

To combat these and other frustrations, Andersen focuses on the bright as well as the bleak. On the one hand, he asserts that "it is unrealistic to expect that there will be a widespread breakthrough in freedom of the press" on a worldwide scale. Yet he also speaks of building bridges of understanding between divergent philosophies, in part through seminars for journalists in other countries, donations of used equipment to the press in developing nations and other programs designed to encourage journalists "to be objective and to work—within whatever limitations they have in their country—for greater freedom of expression."

He points to occasional free-press victories and delights in citing one in particular. At the same FIEJ Congress where he was elected president, Andersen met with Percy Qoboza, one of two South African journalists awarded the FIEJ Golden Pen of Freedom there. In 1977, Qoboza had been jailed by the South African government and his newspaper, The World, had been banned, sparking protests from ANPA, FIEJ and others.

"I asked Percy if the resolutions we had passed and the telegrams we had sent on his behalf to the South African government did any good," Andersen recalls. "Percy replied quickly and without any hesitation, 'I think they saved my life.' All the time I had spent in international press matters was repaid in that instant." □

'New World Information Order': a bad idea that refuses to die

By Leonard H. Marks

Six years ago self-appointed spokesmen for the Third World announced that a New World Information Order was needed to achieve the economic reforms that were being advocated in international forums.

To bring the NWIO into existence, they proposed more national news agencies and a non-aligned news pool to replace the Western international news organizations which they accused of biased reporting and an unwillingness to report social and economic progress of the developing world. Significantly, their attacks were not directed against TASS or Communist-dominated news services.

After six years of skirmishes before UNESCO, the main battle will take place this fall in Belgrade when the MacBride Commission delivers its report.

At times, the rhetoric on the NWIO has been flamboyant, but the achievements have been less dramatic.

When the non-aligned nations met in Havana last September, they endorsed the creation of a news pool which would supply its subscribers with "objective reports" on their constructive achievements. But subscribers have found that the self-congratulatory press releases prepared by the information ministries were not what they wanted and that Western news agencies were still needed to report world events.

Similarly, many new national news agencies have been established, but they supplement, rather than replace, the wire services.

When the NWIO had been debated at international forums such as UNESCO and the U.N. General Assembly, Western spokesmen pointed out that, although they did not agree with the attacks made on their integrity, they were sympathetic to the need for a greater awareness by the press of developing nations' aspirations. Recently, the International Herald Tribune in Paris commented:

> Many Western editors took pains to be frank in self-criticism and to work toward goals discussed at international forums. There were some positive results. Eminent Third World journalists came forward with workable ideas. They contributed articles expressing different viewpoints. Some national news agencies have raised their standards, providing an improved source of information for international agencies to relay around the world.

But the NWIO spokesmen really are not concerned as much with an improvement in communications; what they want is to control communications and to suppress embarrassing information. For this reason, from the outset, a key provision of the NWIO proposal was that "*states* (rather than private organizations) are responsible for the activities in the international sphere of all mass media under their jurisdiction."

After six years of skirmishes before UNESCO, the main battle will take place this fall in Belgrade when the International Commission for the Study of Communications Problems, headed by Sean MacBride, delivers its report. Although the report contains positive statements in support of a free press and a condemnation of censorship, there are significant flags of real danger.

The report specifically condemns the multiple ownership of newspapers and flirts with the idea of a code of ethics for journalists. To this end, it also suggests consideration of an institute to train journalists throughout the world according to UNESCO concepts. Several of the recommendations characterize advertising as an evil and urge the introduction of guidelines with respect to advertising content.

Significantly, not all developing nations support the attacks made on a free press, nor do they advocate the control of their media by government. But, stung by criticism of their political and economic failures, some in the Third World will want to hang the messenger for reporting the bad news and hope that this action will bring only good news in the future.

There is cause for alarm. The New World Information Order may not have achieved any great success, but it is far from dead. □

Leonard H. Marks

Marks, a Washington, D.C., attorney, is secretary-treasurer of the World Press Freedom Committee. He was director of the former U.S. Information Agency during the Johnson administration.

Second 'congress' sets future agenda

By Kathleen Hunt Baird
presstime special writer

Sequestered in small, softly lit conference rooms in the colonial capital of Williamsburg, Va., delegates to the second First Amendment Congress argued. They cajoled. They learned.

And at the end, the 136 delegates—two-thirds from the media and related fields, the remainder mostly from the bar or educational institutions—had developed what Congress Steering Committee Chairman Jean Otto called "an agenda for decades to come."

Otto, president of the Society of Professional Journalists, Sigma Delta Chi, and editor of The Milwaukee Journal op-ed page, was referring to 52 recommendations adopted by the congress in a closing session characterized by overall consensus punctuated occasionally by spirited debate.

The success of the March 16-18 event "enabled us to set a course of action for the near future," said Joseph W. Shoquist, managing editor of The Milwaukee Journal and congress co-chairman.

In a post-congress meeting, the steering committee agreed:

- To formalize the structure of the congress through by-laws and elected officers
- To continue fund-raising activities
- To appoint a subcommittee that will set priorities for implementing action programs endorsed by the congress
- Tentatively, to hold a third congress next year, possibly in Boston
- To distribute the recommendations to the Williamsburg delegates as well as to those of the initial First Amendment Congress held Jan. 16-17 in Philadelphia [**presstime**, February, page 22].

The recommendations, covering a wide range of First Amendment issues, stress the need for more and better contact between the media and the public. They also outline action plans for First Amendment awareness. Most were accepted readily, but a few generated controversy.

Delegates deleted a recommendation to create a task force of members usually critical of the press who would "speak their piece for the First Amendment consistent with their special interests." Philip Scribner Balboni of Boston, president of the National Broadcast Editorial Association, said "the First Amendment stands for itself and shouldn't speak to any special interest."

But Robert Schulman, news critic for The Louisville (Ky.) Times and special-interest discussion leader, commented, "There's a hell of a lot of value to be won by including as salesmen for the First Amendment those who are critics of the press."

Others criticized a section of the commercial speech report which read: "The media (should) speak editorially about the proliferation of regulatory agencies at all levels of government."

More than a dozen delegates spoke out against the media ethics report, calling it "too parochial" and "unenforceable." Edward R. Cony, vice president/news, The Wall Street Journal, urged delegates to "get away from the idea of a single code of ethics for all media."

James B. Wood, president of the Wisconsin Center for Public Policy Inc. and a committee member, responded, "We always intended that they be developed on-site at local media outlets . . . These are issues newspapers (and) broadcasters . . . should deal with. If they don't, we can hold conventions like this every year for the next 50 years and it won't change George Gallup's numbers." (A Gallup poll released at the Philadelphia Congress showed nearly four out of 10 Americans believe there should be stricter curbs on the press.)

Jack C. Landau, director of the Reporters Committee for Freedom of the Press, called the First Amendment/legal profession report a "love-in." His proposal from the floor to oppose the selection of judicial nominees who "lack a sensitivity to the First Amendment" was defeated soundly.

Keynote speaker was syndicated columnist James J. Kilpatrick, who said the press is "not doing well at all" in its struggles to protect confidential sources, keep courtrooms open and maintain access to public institutions.

Questioned about a statement he made that Myron Farber and The New York Times "should have lost," Kilpatrick said, "When we get into these direct, head-on confrontations between the rights of an accused in a criminal prosecution . . . we are going to lose every time." He added, "We might as well stop trying in those areas of criminal prosecution."

Kilpatrick also said that the press had not been badly hurt by the *Zurcher v. Stanford Daily* newsroom search case, asserting "there has been no wave of general searches (of newsrooms)."

Delegates' reactions to the congress ranged generally from satisfaction to surprise.

"At first I was skeptical of the whole idea, but my conclusion changed. The conference covered a broad terrain of First Amendment thinking with what I thought was unexpected depth," said Daniel L. Brenner, legal assistant to the chairman of the Federal Communications Commission.

Eleanor Fitch, president of Wisconsin's League of Women Voters, agreed. "I thought the conference was a very intelligent approach to a definite need to highlight this erosion of rights in the country in general."

SPJ,SDX President Otto emphasized that "the need for public participation was probably the only criticism articulated by the delegates. But those members of the media who were there did play an advocacy role for the public."

Added ANPA Chairman and President Allen H. Neuharth, "Print and broadcast journalists must lead in the support and defense of the First Amendment—from the first page of our newspapers to the last, from sign-on to sign-off."

Delegate Michael Hammond, president of State University of New York, College at Purchase, expresed a similar view: "There is plenty of meat there to chew on. The question now is, will publishers and editors follow through?" □

After small workshop sessions (left) in which lively debate preceded approval of reports, the full First Amendment Congress acted (right).

52 recommendations adopted in Williamsburg

A total of 52 recommendations were adopted through 12 workshop reports approved by the First Amendment Congress in Williamsburg. The reports and discussion leaders were:

• **Informing the Public About the First Amendment**—Luke Feck, editor and vice president, The Cincinnati Enquirer; recommendations include a task force to research, develop and execute a national media campaign to inform the public about First Amendment matters.

• **The Bill of Rights and the Media**—William R. Burleigh, editor, The Cincinnati Post; recommendations include a compilation of a Bill of Rights "survival kit" and Bill of Rights course requirements in colleges and universities.

• **The First Amendment and the Legal Profession**—Kenneth E. Kulzick of Lillian, McHose & Charles, Los Angeles; in part, report calls for establishment of joint media/bar research centers with electronic equipment to ensure prompt access to legal opinions.

• **The First Amendment and Special Interest Groups** —Robert Schulman, news critic, The Louisville (Ky.) Times; report includes recommendations for the reporting of "all news of nation and community in a manner more fair and complete than has been (the media's) practice in the past."

• **The First Amendment and Commercial Speech**—Robert K. King, senior vice president, Capital Cities Communications Inc., Philadelphia; report recommends in part that media "recognize, report and comment upon legislative, regulatory and judicial challenges to the freedom of commercial speech at the local, state and federal level."

• **Public Access to Information**—Bruce W. Sanford, counsel, United Press International and Scripps-Howard Newspapers, Washington; recommendations include the compilation of a freedom-of-information and free press/fair trial "survival kit."

• **Public Access to the Media**—Erwin G. Krasnow, senior vice president, general counsel, National Association of Broadcasters, Washington; recommendations call for the press to "open its doors as well as its minds" to public comment and to monitor success in providing public access. The report holds that matters of access should be left to the media, not the government.

• **Government Regulation and the Media**—Paul M. Davis, president, Radio TV News Directors Foundation, WCIA-TV, Champaign, Ill.; report urges the media to guard against governmental regulations of emerging technologies and asks media support for programs which create public awareness about existing governmental controls of media.

• **Values in Concert: First, Fourth and Sixth Amendments**—Sydney Berger, attorney, Evansville, Ind.; report declares "We need not, and should not, choose between the First and Sixth Amendment rights of the public. We believe that at the root they are in concert, not in conflict: Each is designed to protect the public against the power of government." It urges the press to be sensitive to defendants' rights, to support legislation requiring subpoenas—not warrants—for innocent third parties and to press for constitutional protection for information gathering.

• **Privacy vs. the Right to Know**—A. H. Raskin, National News Council, New York City; report urges increased press sensitivity to the relationship between privacy and a free press.

• **Media Ethics**—Robert T. Barnard, opinion page editor, The Courier-Journal, Louisville, Ky.; report says "individual newspapers and broadcast stations should adopt, enforce and publicize codes of ethics . . ." It urges the press to seek criticism from within and without, to improve on-the-job training of reporters and editors and to renew dedication to the hiring and training of more women and minorities.

• **Whose First?**—Ed Hinshaw, manager of public affairs, WTMJ-TV Inc., Milwaukee; report affirms that First Amendment rights are for all and "never are to be denied nor controlled by the government."

Hard-to-place children aided by newspapers

By Deirdre Carmody

Norman Kulp, an electric motor repairman, and his wife Carol have six children, ranging in age from 21 to 8. Matthew, the youngest, suffers from Down's syndrome, or mongolism.

A year ago last summer, the Kulps read a story in the Rochester Democrat & Chronicle about David, a 15-year-old boy, and Suzie, a 9-year-old girl, who also have Down's syndrome. David and Suzie, known to social workers as hard-to-place children, had been brought up in a foster home by a widow who could no longer keep them.

With great trepidation, Mrs. Kulp called the Council of Adoptive Parents ("Scariest thing I've ever done," she said) to find out if there were subsidies available to help care for such children. She was told there were, and as a result, on David's 16th birthday, he and Suzie were adopted by the Kulps and brought home to live in their eight-room, 100-year-old house in Honeoye Falls, just south of Rochester.

"They blended right in," said Mrs. Kulp happily. "We can handle them and they enhance our lives. They help us to stop and smell the flowers."

For the last 11 years, hard-to-place children like David and Suzie, who were once virtually written off by adoption agencies, have found adoptive homes through newspaper columns. The children, many of them from minority groups and many of them teenagers, include those with low mental abilities, cerebral palsy, epilepsy, severe emotional problems, hyperactivity, arthritis, blindness, deafness and even terminal illnesses.

The response to these columns has been overwhelming. The "A Child is Waiting" column in The Detroit News placed 329 children in nine years. These included families of five and, in one case, six siblings. The Boston Globe received 1,600 telephone calls in the first two years of its column and placed 75 out of the 98 children described. In Canada, where the "Today's Child" feature was syndicated in newspapers throughout Ontario, 8,000 children were featured in 13 years, 85 percent of whom were placed with families as a result.

Most columns are concerned with one child at a time, describing his or her history and carefully defining the child's problems. Among the newspapers that run regular columns on hard-to-place children are The Cleveland Plain Dealer; the Chicago Sun-Times; The Philadelphia Inquirer; the Evening Independent, St. Petersburg, Fla.; The State, Columbia, S.C.; and The Star-Ledger, Newark, N.J.

Marilyn Brown, a reporter with the Evening Independent, said, "Two years ago, I found out that the Family Counseling Center had just gotten money for hard-to-place kids, so I thought why not do a monthly column on kids?"

She said that at last count, the column had dealt with 23 children, 18 of whom had been adopted. The counseling center picks out the child, then Brown interviews the child and the foster parents before writing the column. One of the children she wrote about was Kristen, a stuttering, 10-year-old girl with a history of epileptic seizures. Brown visited Kristen two years after she had been adopted and found a happy, suntanned girl who had gained 10 pounds and grown 4 inches, who could see well for the first time because an eye problem had been diagnosed, and who was getting A's in school.

"She was just an entirely different child," Brown said. "In fact, she finally showed her new family, whom she loves, how she used to fake her seizures."

An 11-month-old girl who was the subject of Brown's column had to have both her eyes removed because of cancer. As a result of the column, she was adopted by a family in Texas and is now described as "the star of her pre-nursery class."

Susan Davis

The greatest response to Brown's column was for a 10-year-old white girl with not too many problems. A blind, retarded, black boy with a great many problems got no response at all.

The adoption picture has changed drastically in recent years, in great part because of the relaxation in abortion laws and because many mothers are keeping babies born out of wedlock. The upshot is there are virtually no healthy white babies available for adoption.

This has in turn changed the requirements for adoptive families. Children were once matched to their adoptive parents by race, religion, appearance and intelligence. Now the question asked is: What family can give the love this child needs? Single parents are sometimes deemed better able to handle the needs of these hard-to-place children, and lower-middle-class families are often found to have a higher tolerance for the children's

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Carmody is a reporter for The New York Times. *© 1979 by The New York Times Co. Reprinted by permission.*

problems than families who are accustomed to more comfortable lives.

The first of the columns to appear in this country was written by Ruth Carlton in The Detroit News in 1968, and it is still one of the best-read of these columns today. In 1961 Carlton had had her first experience with reader response to adoption. She wrote a story saying that there were 3,000 children available for adoption in Wayne County, Mich. To the dismay of the startled adoption agencies, who had not known about Carlton's story beforehand, 2,500 families responded, and the agencies simply could not handle the response.

In August 1968 her first "A Child Is Waiting" column featured a 6-year-old white boy and ran his picture. The column evoked 254 responses.

"One thing that has definitely been changed by the column is the agencies' views about the adoptability of black children," Carlton said. "There is no problem recruiting families, and every agency in town has found that black children are adoptable."

'It's something a newspaper can do that's useful. It's also a human thing that stretches across all ages.'

Carlton said that it is impossible to count how many children have actually been adopted as a result of her column because many families have gotten in touch with agencies in response to the column but have ended up adopting a different child from the one featured.

The column runs every Sunday in the Accents section of The Detroit News. William Giles, editor of the News, said that a recent survey showed that 42 percent of the respondents said they "usually" read the column, and 43 percent more said they read the column at one time or another, making it one of the best-read features in the paper.

"It's not handled in a tear-jerking way; it's handled straight, as a realistic look at what problems children have," Giles said. "It's something a newspaper can do that's useful. It's also a human thing that stretches across all ages. I think it's good for the paper." □

A tribute to carriers

By Mal Mallette

He was earnest, friendly, remarkably composed under the stress of the moment. He was a finalist, one of 16 newspaper youth carriers competing for a free trip to Yugoslavia and Greece. Only four trips would be awarded. The criteria were scholarship, good citizenship and newspaper route performance. It was a long afternoon of sweaty palms. The sweatiest palms of all may have been those of the three judges, interviewing the finalists one by one.

He was age 16, like all the contestants freshly scrubbed and neatly attired. He had been a carrier seven years. Aided by siblings and parents, he had built his route to an astonishing 250 newspapers daily, 450 on Sunday. He took pride in service, spoke of commending letters from subscribers. To provide that level of service he arose each morning at 4 a.m.

Three times a week he collected on his mammoth route. Collection problems were few; good service paid off. For each four-week collection period his profit was $430. Of this he saved, oh, $100. The remainder was shared with his family.

In school, shop was his favorite class. He liked to work with his hands. One day he hoped to own his own business. In a real sense he already did. Play sports? Sure! The judges marveled that he found the time. Nah, he hadn't traveled much. The possibility excited him. If he went to Yugoslavia and Greece, he knew he would find cultures there far different from his own.

He was, in short, an exceptional young man, Horatio Alger fiction come true. Sad to say, he did not win a trip to Yugoslavia and Greece. The competition was *that* fierce, which is the point of this narrative by one of the sweaty-palmed judges.

Secluded for decision, the judges wrangled, not unlike The Brethren. Later, the judges stood sheepishly by as the newspaper's circulation manager, brave man, announced the winners to the assembled finalists and their relatives. One judge confessed that she stood by only after failing to find a rear-door escape route.

Each judge strived to say something sensible to the 12 runners-up, who received engraved gold watches. Only one judge, an experienced teacher from the inner city, brought it off. "You're all excellent," she said. "You're all winners."

A common indictment of newspapers is that they are produced by dedicated, intelligent adults in plants which are marvels of technology—and then, and then turned over to callow 14-year-olds to deliver as they will.

Granted, the indictment holds grains of truth. And granted, the three judges on this fretful afternoon were interviewing finalists from the vast carrier system of a metropolitan newspaper. But earlier the newspaper's circulation staff had experienced similar travail winnowing a swarm of contestants to the final 16. And driving home, limp behind the steering wheel, one judge mused over recent melancholy experiences with an appliance repairman, an automobile mechanic and computer billing run amuck. Not callow youths, they.

A despair to judge, these splendid youths were a joy to behold. One carrier, age 13, displayed the vocabulary of Webster and spoke casually of a future in astrophysics. To perhaps half, route earnings were vital; they helped support their families. One girl, possessing apple-cheeked charm and economic foresightedness, was investing in real estate. Inflation hedge, she explained. One boy was paying his way through prep school. Almost all were saving toward college. So it went, a challenge for Solomon.

For multiple reasons, youth carriers may soon be an endangered species. But they have performed more nobly than we are sometimes willing to admit. Perhaps, like the whooping crane, they will stave off extinction for a long time to come. In any event, a sweaty-palmed judge, still enthralled, still uncertain, thought a kind word was in order. □

Mallette is director of development of the American Press Institute in Reston, Va.

National fixed ad-size system being developed

A national fixed ad-size system for newspapers, which would simplify the placement of national advertising, is being developed by the ANPA Production Management Committee and its Advertising Materials Task Force.

"If a national fixed-ad size system is adopted, it would mean that one size ad would fit into every newspaper," ANPA Vice President/Technical William D. Rinehart says. In addition to making it easier for national advertisers to place ads in newspapers, he notes that "it would cut the cost of advertising material substantially, increasing the actual ad revenue to newspapers because it would eliminate waste from the total advertising budget."

The Committee, chaired by Walter E. Mattson, president of The New York Times, and the Task Force, chaired by James A. Cooper, assistant vice president/operations of The Washington Post, hope to have a draft proposal to present to the ANPA Board of Directors this year.

If the proposal is approved by the Board, the Committee will work with the American Association of Advertising Agencies, the International Newspaper Advertising Executives and the Newspaper Advertising Bureau to implement the system.

A unified system for national advertising standards has been a goal of AAAA, INAE and NAB for many years.

Earlier this year, ANPA took another step toward that goal when the Board recommended that newspapers adopt the AAAA's Size Standard for Preparing National Newspaper Advertising Material which supplies three different material sizes in place of the Advertising Dimension Standards system consisting of six make-up dimension ranges [**presstime**, March, page 32].

Introduction of ADS in 1975 by ANPA and NAB was the first step toward a unified system. Recently, however, the system had become obsolete because of the trend to narrow newspaper pages, which the ADS system could not accommodate, and the abandonment of the stereotype process, which changed newspapers' ad requirements.

The objective of the Committee's effort toward a unified system is to select a full-page ad size—as well as a series of less than full-page ad sizes—that will fit into every existing newspaper format with a minimum amount of white-space (float). Some newspapers may have to make minor adjustments to news column widths.

Proposals are expected to include sizes less than a full broadsheet but adaptable to either a broadsheet or tabloid-size newspaper.

According to Rinehart, "It is absolutely impossible to size national ad units which will precisely fit the advertising format of every individual newspaper. However, the national ad units will be carefully selected to minimize make-up problems at individual newspapers.

"The selection of the national ad unit sizes involves many practical considerations. The heights of the ads should permit stacking to allow for compact newspaper makeup. The units to be proposed should also allow advertisers a wide choice of fixed sizes," he says.

The fixed ad-size system would permit individual newspapers to set their own advertising rates. Many newspaper executives involved in these proposals have indicated that they would prefer to charge advertisers at a fixed national rate, based on unit sizes, rather than a line rate. Others have stated that they would prefer to charge for a particular ad on a page area percentage basis.

Advertisers that do not wish to participate in the fixed-ad system would still be free to submit ads to newspapers on an individual basis, and would be charged for those ads at the same rate as they are now.

Rinehart points out that until recently it was impossible for the newspaper business to consider fixed national ad sizes because of hot metal composition. Today, cold type and paste-up make it feasible to adopt such a system.

Pagination also is likely to come into widespread use during the next decade, and a national fixed-ad system would help greatly in simplifying the transition to full-page pagination, he says. □

Court tells Los Angeles Times to justify two-tiered ad system; paper appealing

The Los Angeles Times may have to "justify" in state court its practice, widespread in the newspaper business, of having two advertising rate cards—one for national advertisers and a lower one for retail advertisers.

A California appeals court Feb. 25 overturned a lower court's dismissal of a complaint against the Times' two-tiered system. The three-judge appeals court panel said the newspaper should have been given an "opportunity to justify" the two rates.

The Times Mirror Co., the newspaper's parent company, March 11 asked the appeals court to reconsider its ruling.

Motors Inc., an auto products distributor, alleged in its complaint that by offering different rates for national and retail advertising the Times was engaging in an unfair business practice and unreasonable restraint of trade under two sections of a California statute. The Times had applied its higher, national rate to Motors Inc. ads.

In petitioning the appeals court for a rehearing, Times Mirror said: "Never has any legislature, any court, or any agency held that businessmen are under a duty to treat equally all with whom they deal, or be prepared, if sued, to 'justify' 'the utility of their conduct.' "

The next appeal level is the California Supreme Court.

Standard Rate & Data Service March 1979 figures listed only 50 U.S. newspapers with single-rate systems. □

Energy ad funds sought

The U.S. Department of Energy wants to spend $57 million in the next 18 months for an energy-conservation advertising campaign that could involve newspapers.

Hearings on the proposal are scheduled in appropriations subcommittees in both houses of Congress this month. □

Working women: a newspaper selling point that counts

By Jack Kauffman

Why do women work? Most often they say it's because they like to get out and meet new people (60 percent), or they want to be independent (45 percent), or they want to do something worthwhile (41 percent), or learn new things (41 percent). Less than four out of 10 (39 percent) say it's because they need the money.

But the fact is that working women do spend more than those who stay home; they have a more active, outgoing lifestyle; and they have greater decision-making powers. This makes them a prime target for advertisers and a choice audience for media.

Jack Kauffman

The Newspaper Advertising Bureau has recognized this by putting together in one report, "Women, Work and Markets of the '80s," a compendium of information about working women taken from its own research as well as from other sources.

For starters, the report points out that the proportion of women working outside the home is continuing to grow. It passed the half-way mark in the 1970s and will approach two-thirds in the late '80s.

And even among those women currently not on jobs, 47 percent expect that they will or may work in the future. Among non-working women with children under six, 83 percent anticipate that they will or may join the workforce. Ten years earlier, only 32 percent of non-working women had stated that they would or might take jobs.

This growth in the working-woman population has tremendous implications to the marketer. For example, working women are more likely than non-working women to take vacation trips (66 percent to 57 percent). In the course of a month, they go out to a restaurant for dinner more often (78 to 62 percent); they go to more movies and shows (40 to 22 percent); they are more likely to participate in sports (31 to 13 percent) or even to visit a friend (81 to 78 percent).

Working women may also have a job-related need for clothes, particularly if they are in professional, managerial or clerical positions, and as a group they shop for clothing more often than non-working women.

More than three out of four working women (77 percent) say that they shop for clothes in stores one or more times a month, and 55 percent make two or more such monthly trips. By comparison, 59 percent of non-working women shop in stores for clothes one or more times a month, and 39 percent make such trips two or more times.

The working women also do more clothes shopping by mail and phone. In the course of a month, 15 percent of working women report such shopping as compared to 10 percent of non-working women.

It's the same with cosmetics. Thus 67 percent of working women in white collar jobs use eye make-up as compared to 51 percent of those in other kinds of work and 41 percent who are not employed.

Working women also have greater need of financial services, and those in white-collar jobs particularly are far more likely than other employed women or non-working women to own life insurance, stocks, bonds or other securities, to use one or more financial services or to have a commercial checking account.

The single woman who works is of course the key decision maker in the market place for herself and for her home. But the married woman who works not only does her own shopping, but continues in her traditional role as purchasing agent for the family.

Despite her job, she still is most often responsible for food shopping and preparation, child care and homemaking. In fact, working women spend more money for food than those who stay home, and this is a change from the finding at the beginning of the 1970s when the non-working woman reported having the larger grocery bills.

And if we need any more evidence of the key role of the working woman as a spender, we have only to note that the working woman who is married is twice as likely as her husband (46 to 23 percent) to have the main responsibility for paying the family bills.

Despite her busy lifestyle, however, the working woman is also a good newspaper reader. On the average weekday, 72 percent of working women read one or more daily newspapers, and 73 percent read a Sunday/weekend newspaper on an average weekend. Over five weekdays, 90 percent of all working women read one or more daily newspapers. Among those with better jobs, higher incomes and more education, the newspaper reading levels, of course, run higher than these averages.

In today's competitive markets, this strong acceptance of the working woman is a newspaper selling point that counts. □

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to **presstime**.

Cigarette warning case nears end

The Federal Trade Commission expects to end within weeks its five-year-old dispute with five major cigarette manuturers over the size, position and form of the health warning it requires in cigarette advertising.

Under the terms of an out-of-court settlement reached recently, companies would be required to ensure that the size of the warning will meet FTC specifications—even if their advertisements "shrink" in the newspaper printing process.

The agreement must be signed by federal Judge John M. Cannella of the Southern District of New York, where a civil suit has been pending since 1975. The suit, brought by the U.S. Justice Department at the request of the FTC, charges the cigarette manufacturers with violation of 1972 FTC consent orders requiring a clear and conspicuous health warning on all cigarette advertising. □

Decline in news-editorial enrollment forecast

By Judith D. Hines

An increase in journalism enrollment in the next few years will be marked by emphasis in public relations, advertising and broadcasting, most college journalism educators predicted in a recent survey.

News-editorial registrations will decline, 79 percent of the respondents said.

Henry Schulte, dean of the S.I. Newhouse School of Public Communications at Syracuse University, told the fourth annual Conference for Education Committees of Professional Journalism Organizations that magazine and photography enrollments also are expected to decline.

The results coincide with findings of the latest Newspaper Fund survey of journalism graduates, showing an 11.6-percent drop—from 30.5 percent in 1978 to 18.9 percent in 1979—in the number of journalism graduates taking jobs with newspapers and wire services [**presstime**, February, page 33].

Schulte's survey and educators at the conference indicated that such trends may be a result of lower starting salaries in news-editorial jobs than in advertising or public relations.

Conference participants also noted that while some progress has been made in recent years, there is still a disappointingly small number of women and minorities in the newspaper business and on journalism faculties.

Christy C. Bulkeley, publisher of The Commercial News in Danville, Ill., said more women are expected to enter the field because women now account for 60 percent of all journalism students.

Jay T. Harris, assistant dean of the Medill School of Journalism at Northwestern University, pointed out that one-third of all minority journalism students are attending 22 black colleges and universities whose programs are not accredited.

Few of those schools are even recognized by newspapers, said Harris, who also serves as executive director of The Consortium, an organization of 11 traditional journalism schools and historically black journalism programs.

Minorities account for only 7.5 percent of all journalism students in accredited programs, Harris said.

The March 10 conference in New Orleans was sponsored by the Association for Education in Journalism-ANPA Foundation Cooperative Committee for Journalism Education. The conference also heard reports that:

Results of a new survey coincide with an earlier one which showed an 11.6-percent drop in the number of journalism graduates taking jobs with newspapers and wire services. The survey indicated that such trends may be a result of lower starting salaries in news-editorial jobs.

- ANPA Foundation is completing a survey and study of the status of the journalism "practitioner"—the person with journalistic experience but without advanced degrees—in schools and departments of journalism.
- The Newspaper Fund in 1979 started the newspaper business's first, independent, minority internship program. Eleven college seniors received internships at major daily newspapers following a "crash" electronic-editing course held at the ANPA Research Institute.

The fund also expanded its Urban Journalism Workshop programs to encourage and to train high school minority students in journalism; 450 high school students participated in 21 urban workshops in 1979.

- The American Society of Newspaper Editors plans a "Minority Professional in Residence" program to bring minorities on daily newspapers to college campuses to tell minority journalism students what career opportunities are available to them [**presstime**, March, page 28].
- Women in Communications Inc. will publish in the spring issue of its quarterly magazine, *Matrix*, survey results showing that while students polled were generally pleased with their experiences as interns, employers and faculty supervisors want more cooperation and better supervision of interns.
- The Southern Newspaper Publishers Association has established a Journalism Education Committee. It will encourage each of the 14 states within the SNPA region to organize similar groups to work with local schools and departments of journalism.

SNPA and SNPA Foundation have adopted a new seminar policy which will allow journalism educators to participate on a first-come, first-served basis, instead of space-available.

- The American Press Institute will hold its first seminar for journalism educators in the fall of 1980.
- The Canadian Daily Newspaper Publishers Association has completed the third phase of a survey of educators, newspaper editors and journalism graduates on experiences and attitudes relating to Canadian journalism education. □

Hines is vice president and director of ANPA Foundation.

Florida A&M given funds to strengthen J-program

The W. K. Kellogg Foundation has awarded a second grant to Florida A&M University to strengthen its journalism degree program.

A major portion of the new $423,739 gift will be used for scholarships for outstanding students, according to Journalism Department Chairman Robert M. Ruggles. The department also "will be continuing an effort started under our first Kellogg Foundation grant to attract minority students with a high potential for success in journalism" [**presstime**, December, page 15], he said.

The Battle Creek, Mich.-based Kellogg Foundation gave Florida A&M $491,440 in 1977 for development of the new journalism curriculum as well as a new pharmacy program. □

MAP OF NEWSPRINT MILLS IN THE UNITED STATES AND CANADA

This pull-out map of newsprint mills in the United States and Canada, prepared by the ANPA Newsprint/Traffic Department, shows locations as well as a listing by state or province.

A larger version (22" x 17 1/2") printed on a heavier grade of paper and suitable for framing is available for $3.00. This price covers the cost of printing, handling and postage. Please make check payable to ANPA and mail to:

J. F. Prendergast Jr.
Manager, Newsprint/Traffic Department
American Newspaper Publishers Association
The Newspaper Center
Box 17407, Dulles International Airport
Washington, D.C. 20041

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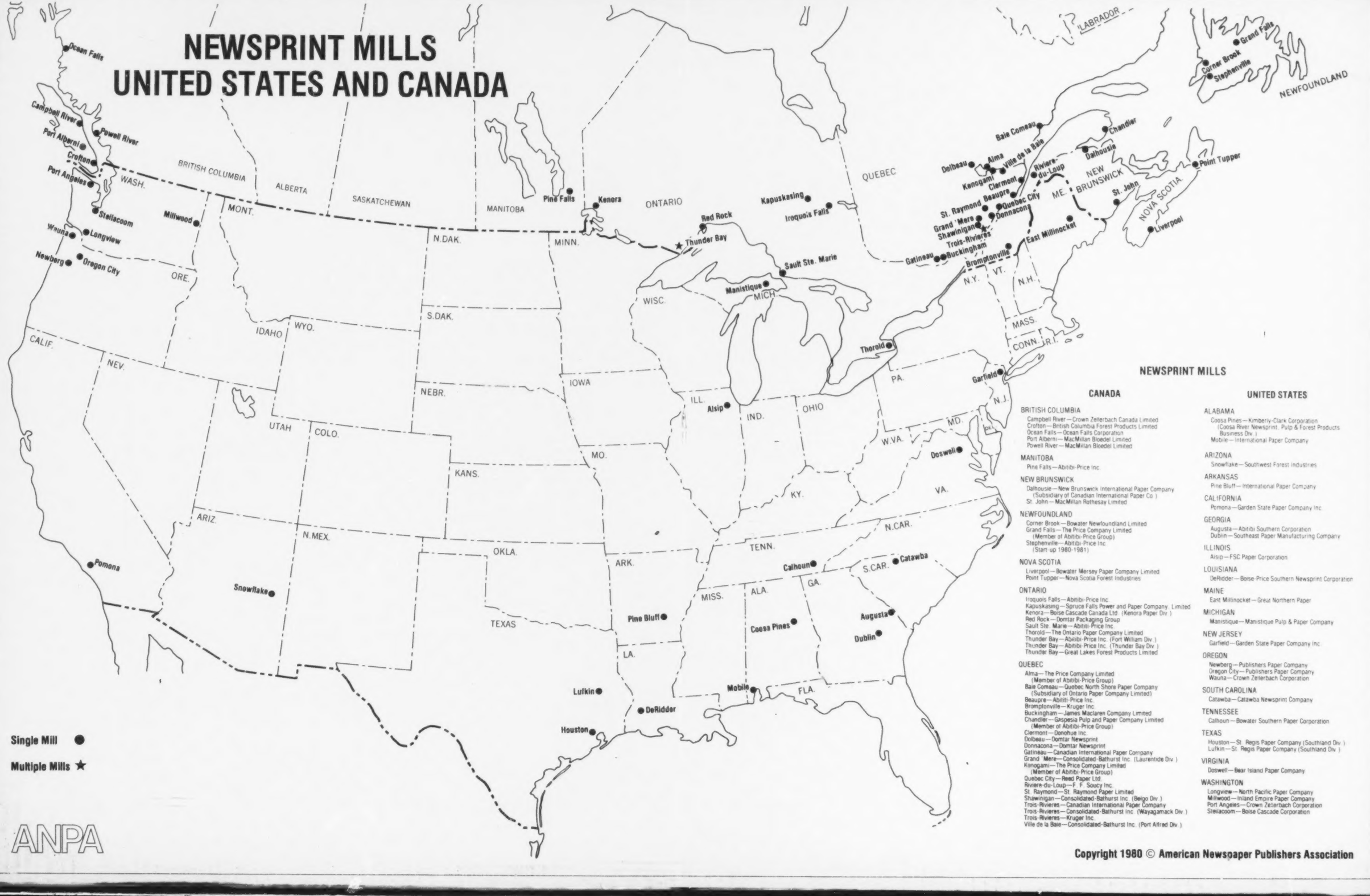
NEWSPRINT MILLS
UNITED STATES AND CANADA



Single Mill ●

Multiple Mills ★

ANPA

NEWSPRINT MILLS

CANADA

BRITISH COLUMBIA
- Campbell River—Crown Zellerbach Canada Limited
- Crofton—British Columbia Forest Products Limited
- Ocean Falls—Ocean Falls Corporation
- Port Alberni—MacMillan Bloedel Limited
- Powell River—MacMillan Bloedel Limited

MANITOBA
- Pine Falls—Abitibi-Price Inc.

NEW BRUNSWICK
- Dalhousie—New Brunswick International Paper Company (Subsidiary of Canadian International Paper Co.)
- St. John—MacMillan Rothesay Limited

NEWFOUNDLAND
- Corner Brook—Bowater Newfoundland Limited
- Grand Falls—The Price Company Limited (Member of Abitibi-Price Group)
- Stephenville—Abitibi-Price Inc. (Start-up 1980-1981)

NOVA SCOTIA
- Liverpool—Bowater Mersey Paper Company Limited
- Point Tupper—Nova Scotia Forest Industries

ONTARIO
- Iroquois Falls—Abitibi-Price Inc.
- Kapuskasing—Spruce Falls Power and Paper Company, Limited
- Kenora—Boise Cascade Canada Ltd. (Kenora Paper Div.)
- Red Rock—Domtar Packaging Group
- Sault Ste. Marie—Abitibi-Price Inc.
- Thorold—The Ontario Paper Company Limited
- Thunder Bay—Abitibi-Price Inc. (Fort William Div.)
- Thunder Bay—Abitibi-Price Inc. (Thunder Bay Div.)
- Thunder Bay—Great Lakes Forest Products Limited

QUEBEC
- Alma—The Price Company Limited (Member of Abitibi-Price Group)
- Baie Comeau—Quebec North Shore Paper Company (Subsidiary of Ontario Paper Company Limited)
- Beaupre—Abitibi-Price Inc.
- Bromptonville—Kruger Inc.
- Buckingham—James Maclaren Company Limited
- Chandler—Gaspesia Pulp and Paper Company Limited (Member of Abitibi-Price Group)
- Clermont—Donohue Inc.
- Dolbeau—Domtar Newsprint
- Donnacona—Domtar Newsprint
- Gatineau—Canadian International Paper Company
- Grand 'Mere—Consolidated-Bathurst Inc. (Laurentide Div.)
- Kenogami—The Price Company Limited (Member of Abitibi-Price Group)
- Quebec City—Reed Paper Ltd.
- Riviere-du-Loup—F. F. Soucy Inc.
- St. Raymond—St. Raymond Paper Limited
- Shawinigan—Consolidated-Bathurst Inc. (Belgo Div.)
- Trois-Rivieres—Canadian International Paper Company
- Trois-Rivieres—Consolidated-Bathurst Inc. (Wayagamack Div.)
- Trois-Rivieres—Kruger Inc.
- Ville de la Baie—Consolidated-Bathurst Inc. (Port Alfred Div.)

UNITED STATES

ALABAMA
- Coosa Pines—Kimberly-Clark Corporation (Coosa River Newsprint, Pulp & Forest Products Business Div.)
- Mobile—International Paper Company

ARIZONA
- Snowflake—Southwest Forest Industries

ARKANSAS
- Pine Bluff—International Paper Company

CALIFORNIA
- Pomona—Garden State Paper Company Inc.

GEORGIA
- Augusta—Abitibi Southern Corporation
- Dublin—Southeast Paper Manufacturing Company

ILLINOIS
- Alsip—FSC Paper Corporation

LOUISIANA
- DeRidder—Boise-Price Southern Newsprint Corporation

MAINE
- East Millinocket—Great Northern Paper

MICHIGAN
- Manistique—Manistique Pulp & Paper Company

NEW JERSEY
- Garfield—Garden State Paper Company Inc.

OREGON
- Newberg—Publishers Paper Company
- Oregon City—Publishers Paper Company
- Wauna—Crown Zellerbach Corporation

SOUTH CAROLINA
- Catawba—Catawba Newsprint Company

TENNESSEE
- Calhoun—Bowater Southern Paper Corporation

TEXAS
- Houston—St. Regis Paper Company (Southland Div.)
- Lufkin—St. Regis Paper Company (Southland Div.)

VIRGINIA
- Doswell—Bear Island Paper Company

WASHINGTON
- Longview—North Pacific Paper Company
- Millwood—Inland Empire Paper Company
- Port Angeles—Crown Zellerbach Corporation
- Stellacoom—Boise Cascade Corporation

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ANPA

presstime April 1990

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Schools in Evansville observe 'No Books Day,' NIE Week

By Robb Deigh

"Recently, at a 'Who' concert in Cincinnati, Ohio, 11 lives were lost as a result of poor stadium planning and management and lack of cooperation on the part of the spectators waiting to enter the coliseum. Because of this incident, many stadiums throughout the country, including our own Roberts Municipal Stadium, have displayed concern for spectator safety before, during and after concerts. For this, they are to be commended."

•••

This was a guest editorial published in The Evansville (Ind.) Press. The writer was not a civic leader or community critic, but rather a Harrison High School student taking part in the city's first "Newspaper in Education Week."

Dozens of Evansville public and parochial school students wrote editorials, columns and letters to the editor published in the Press and the Evansville Courier. They also drew political cartoons and weather forecast illustrations.

The major event of the week was "No Books Day," when newspapers replaced textbooks in the classrooms of 700 teachers in all 40 Evansville elementary schools, as well as some parochial and high schools.

NIE Week went so well it may become an annual event, reports Richard Graybill, promotion manager of the Evansville Printing Corp., which publishes the Courier and the Press and which sponsored the event.

As part of the newspaper curriculum, students at one school monitored the stock market. Others read the sports section in the study of physical education. Still others prepared a buffet luncheon using recipes from the food section.

One eighth-grade class even used the newspaper to look for jobs available, apartments to rent and cars for sale—as though they were adults.

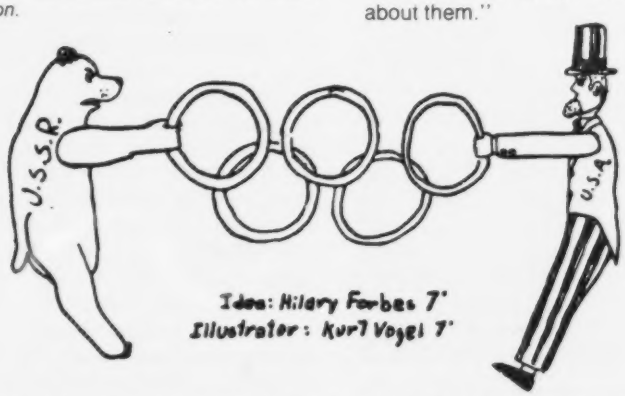
On "No Book Day," more than 700 teachers replaced their textbooks with newspapers.

NIE Week also proved useful to the newspapers. A poll conducted at one school in grades three through eight showed 90 percent of the pupils read a newspaper up to 30 minutes each day. Comics were their favorite section; business was the least preferred.

Students also said the newspapers could improve by covering a wider variety of sports, including little league. They wanted more scientific articles, more poems by children, more animal stories, more predictions about the future and "stories that are true but hard to believe."

One girl said she would like to read more about children. "Half the people in the world are kids," she said. "Write about them." □

Deigh is publications specialist for ANPA Foundation.



Two 7th graders teamed up to produce this cartoon published in The Evansville Press.

ACEJ survey shows relatively small hike in J-school salaries

The median salary of journalism education administrators for the current academic year is in the $36,000 to $36,500 range—an increase of 1.4 to 2.8 percent from 1978-79, according to a recent survey by the American Council on Education for Journalism.

Journalism professors fared a little better, with increases in median salary ranging 5.5 to 7.6 percent. This year's median salary for professors is $28,000 to $28,500, according to the survey.

The survey of 58 of 80 ACEJ-accredited schools and departments also found the median associate professor salary in the $22,000 to $22,500 range, reflecting increases of 7.1 percent to 10 percent—the highest of all categories.

The median for assistant professors is $18,000 to $18,500—8.8 to 9 percent higher than last year, ACEJ figures indicate [ANPA General Bulletin, Feb. 14, 1979, page 47].

The survey also showed that:

- The highest administrator salaries are about $48,000 for nine months and about $51,500 for a full year.
- Top pay for full professors is about $41,000 for nine months and $44,000 for 12 months.
- The highest associate professor salaries are about $28,500 for nine months and $31,500 for 12.
- The top assistant professor salaries are about $29,000 for nine months and $32,500 for a full year. □

INAE Foundation gives teaching aids to colleges

The International Newspaper Advertising Executives Foundation Inc. will mail a second set of advertising instructional aids to 100 colleges and universities this month under its Educate the Educator project.

Established last year to promote and to enhance the teaching of advertising at the college level, INAE Foundation has received $65,000 in contributions from more than 175 newspapers, groups, foundations and individuals. □

Papers expand training programs

By Robert L. Burke
and Stephen E. Palmedo

For many newspapers throughout North America today, the watchword is training.

They are conducting a wide variety of unprecedented employee training and development programs, ranging from on-the-job coaching to intensive workshops and seminars.

Newspaper groups and large metropolitan dailies are particularly active in the training arena.

Their in-house sessions are complemented by the programs of ANPA and various national and regional newspaper organizations [**presstime**, March, page 20.]

Every training program should be designed to meet particular needs, which may differ among various newspapers.

Identifying needs can involve these four elements (used by Knight-Ridder Newspapers): performance appraisals, individual psychological evaluations, assessment center evaluations and management personnel audits.

Or it can mean simply identifying poor job performance or union or employee difficulties, particularly on smaller papers.

Of course, new equipment or systems usually generate training needs for any organization.

Three types dominate contemporary newspaper training programs: management development, sales (advertising and circulation) and equipment and systems training.

Following are accounts of some newspapers' programs and experiences:

• The Lincoln (Neb.) Journal-Star has achieved independent electronic equipment maintenance capability through seven years of planning and training.

"Today our technical people can maintain and repair all the electronic equipment we have in-house, including the digital PdP 11/70, 11/34 and 11/04 computers, VDTs, typesetters, layout terminals, press drives, mail room equipment, building electrics and everything else that pops up," explains Journal-Star Production Manager Ed Roth.

Management decided in 1972 to convert from hot metal to photocomposition. Realizing it didn't have a staff member trained in electronics, the Journal-Star offered the printers a chance to go to electronics school, but there were no takers. It then began a search for a person with the right qualifications and recruited a technical college instructor, David Brolhorst. A technical school graduate later joined the staff.

The Journal-Star's first phototypesetters (Photon 560s) arrived in July 1972; they were followed several months later by the first Pacesetters. Both technicians were sent to Photon's offices in Massachusetts for three weeks of maintenance training.

In 1976, the newspaper decided to evaluate and select an electronic copy-preparation system. A year later, it selected the Harris 2560, complete with editorial, classified and display ad system. More maintenance technicians were hired. From that point through January 1979 when the system became operational, training was a continuing and constant factor.

"Because of the preparation and training . . . our transition went very smoothly," Production Manager Roth says. "Our first edition was about 15 minutes late getting to press, but from the second day on, we have been on time."

He adds, "Yes, we had our share of glitches and problems getting hardware and software to settle down. The software problem had to be serviced by Harris, but the technical problems after the first 90 days have been handled by our staff. There have been occasions when our technicians have had to call factory engineers to get assistance or consultation on the phone. But no factory service personnel have had to be called in to get the system back in service."

• The Reno Evening Gazette and The Nevada State Journal last year began a sales and circulation management program for circulation district sales managers whose job it is to select, train and supervise carriers. (Most newspapers call these sales managers "district managers," but the Journal and Gazette management considers selling so important in the job they add "sales" to the title.)

Sessions were conducted by the papers' top circulation managers, led by Circulation Director Robert Kuptz.

"The first training session was important because it set the tone for all remaining sessions. . . . It also established the participation of the more experienced DSMs in the training process," Kuptz says. "They would be asked to address specific training areas based on their experience."

Lincoln Journal-Star technical instructor Dave Brolhorst works on a terminal.

The 11-week program covered carrier recruitment, collections, service, sales, product knowledge, marketing, editorial and advertising. Since then, there have been monthly sessions on apartment marketing, carrier and parent interviews and motivation.

Kuptz says follow-up sessions are important because "training is not a one-time shot." Managers who know their job and who have been given training to increase their skills and knowledge will produce a "climate of success," he adds.

Burke is director/readership and training for ANPA. Palmedo is ANPA manager/training services.

• At the Denison (Texas) Herald, there is an unusual five-year-old management development program called GADBY—an acronym for Growth And Development By the Young—to spur development and a higher level of professionalism, particularly among younger employees.

The program involves monthly, two-hour sessions. There is a rotating program chairmanship and each participant shares responsibility for the content of GADBY sessions.

Among topics GADBY covers are those commonly associated with management development, including attitude, delegation, discipline, motivation, communications, counseling, personnel appraisals and goal-setting.

• In Salem, Ore., the Oregon Statesman and Capital Journal have been engaged in a variety of supervisory training activities since 1975. Each year, in-house sessions provide 35-40 first line supervisors with training designed to enhance their supervisory knowledge and skills.

In a recent survey, Statesman and Journal supervisors identified three priority training needs: motivation/productivity, time management and performance evaluation.

In quick response, two of the needs were addressed by programs of the newspapers' personnel department and the third by the Pacific Northwest Newspaper Association.

Now under consideration is sponsorship of assertiveness training by a local college instructor.

Is it worth the expense? Business Manager Michael Hertz says management is "convinced that long-term dividends to the company warrant such efforts."

• Sixty supervisors and managers at the Binghamton (N.Y.) Evening Press and Sun-Bulletin, recently attended two-day skill-building seminars conducted by a professor from the State University of New York.

The seminars focused on selected interviewing and performance appraisals, and they included videotaped, role-playing sessions which permitted valuable critiques.

Training experts say such active involvement is essential for all skill-building training programs and normally results in strong participant interest. It provides a kind of "stretching" opportunity for managers who want to try new ways of dealing with people outside the normal work environment.

These case histories, though differing in content, bear a common message: Well-conceived and well-executed training programs are vital in producing better newspapers.

• The new Harte-Hanks Editorial Management Program, developed by the firm's human resources staff in cooperation with an editorial task group, provides editors at individual newspapers with the means to conduct independent, sustained, in-house management development programs for the editorial supervisory management team.

Thirty-one editors attended brief train-the-trainer workshops last fall that were conducted by Training and Development Manager Giles Padel. Their basic reference was a detailed booklet prepared by Harte-Hanks which covers the conference process, management basics, leadership, delegation, discipline, communication and time management.

Most instructors claim the best programs are those based on trainees' professional needs and desires. It is significant, therefore, that this editorial program is based upon the recommendations of an *editorial* task group.

• Individual development is, of course, the core of any organization's training and development programs. But at Cape Publications in Cocoa, Fla. (TODAY, The Melbourne Times, Titusville Star-Advocate), a "cross-training" program last summer went beyond individual training.

Similar to programs of other organizations, it provided an overview of all newspaper operations. "The goal," says Personnel Director Jay L. Clark, "was to better enable each participant to see how his or her particular job related to others, to foster better interdepartmental relations and improved work flow."

Participants were introduced to the public service, personnel, business and data processing offices. They spent a full day in several departments, including a 4 p.m.-to-midnight shift in the newsroom.

These case histories, though differing in content, bear a common message: well-conceived and well-executed training programs are vital in producing better newspapers. While technology can make it possible, only people can make it happen. □

Denison Herald employees discuss management development techniques during a monthly session in its Growth And Development By the Young program.

Guild, ITU slate 'summit' meeting on merger

By Clark Newsom
presstime labor writer

A "summit committee" meeting on the merger of the International Typographical Union and The Newspaper Guild is scheduled to convene in Colorado Springs, Colo., the first full week in April.

While ITU President Joe Bingel and Guild President Charles A. Perlik Jr. have reaffirmed their desire for a merger on Jan. 1, 1981, there is a new sense of urgency because the unions will hold their annual conventions this summer.

"While it is still possible," Perlik said, "it now appears increasingly unlikely" that a complete merger proposal will be finished in time for approval by the Guild's International Executive Board at its April 28-May 2 meeting. Such approval is needed before a proposal can be presented to the union's annual convention in Toronto June 23-27.

The ITU convention will be held in Kansas City, Mo., Aug. 25-29.

The ITU, however, is optimistic that a merger document can be wrapped up prior to the Guild Executive Board's meeting. The ITU Merger Committee issued a statement of "solemn intent" to complete merger terms in the time remaining.

A detailed study on the financial structures of both unions has been completed. The merger committees have agreed that all operating costs of the new union will be paid from its general fund. International dues payments from local unions to the general fund will not be more than $8 per member per month in the first year of merger. The Guild has about 30,000 members and the ITU about 50,000 working members.

An ITU-TNG task force, consisting of ITU Vice Presidents Allan J. Heritage and Robert L. Wartinger, TNG Secretary-Treasurer Charles Dale and TNG Director of Field Operations J. William Blatz, met in Washington in March following the 15th meeting of the two unions' merger committees the end of February [**presstime**, February, page 37].

The "summit committee" which will meet in Colorado Springs consists of the task force, Bingel and Perlik. □

Courtesy The Guild Reporter

International Chairperson Harry S. Culver (left), Wire Service Guild; Fred Fletcher, San Francisco-Oakland Guild; and Linda Zink, Los Angeles Guild, pack up after another merger committee meeting.

Company upheld on job guarantee issue

A federal judge has affirmed an arbitration award which held that the company publishing the Decatur (Ill.) Herald and Review complied with its labor agreement when it sold the newspapers' assets to Lee Enterprises Inc., Davenport, Iowa, "without Lee being required to assume the obligations" of the agreement.

In his ruling, U.S. District Court Judge J. Waldo Ackerman said the arbitrator's "studied and reasoned approach" in resolving the dispute in favor of Decatur Herald and Review Inc.—a subsidiary of Lindsay-Schaub Newspapers Inc.—should not be disturbed.

The dispute involved the company's labor agreement with Central Illinois Typographical Union No. 177 which guaranteed jobs to 20 employees. Lee Enterprises, in buying the newspapers, did not agree to be bound by the contract, and the union had attempted to block the sale in the district court in Springfield, Ill. The court, however, ordered the Decatur company and the union to arbitrate the dispute prior to the scheduled closing date of the sale.

Harold D. Jones Jr., an Atlanta attorney, was selected as the arbitrator. The issue as framed by the parties was whether the company was selling its business "in accordance with the (labor) agreement."

The union contended that the employees had "lifetime" job security which could be terminated only upon attainment of age 65; voluntary resignation or retirement; discharge for cause; death or disability; failure to return to work when recalled after a period of temporary suspension; or "permanent cessation of publication."

Sale of the company was not an event mentioned in the agreement, the union noted.

The company maintained that the sale was a "permanent cessation of publication" which terminated the job security obligation.

The arbitrator, noting that the contract did not contain a "successors and assignees" clause, concluded that the company had not violated the agreement when it sold its assets without providing for the job guarantees.

The union then returned to court in an effort to have the award vacated on grounds that Jones had failed to decide the issue submitted to him.

Judge Ackerman ruled that "the issue submitted was decided." He noted that a district court's power to review an arbitrator's award "is severely limited" by statute, and "it is not for the district court to review the merits of an arbitration award."

(Central Illinois Typographical Union No. 177, ITU, v. Decatur Herald and Review Inc. and Lindsay-Schaub Newspapers Inc., USDC CD Ill., No. 79-3198) □

IPGCU head re-elected

Sol Fishko has been re-elected to another four-year term as president of the International Printing and Graphic Communications Union.

Michael P. McNally was re-elected secretary-treasurer, the union's second-highest office.

Both were unopposed in the late February election. □

Former Patriot Ledger employee's suit denied

A former employee's lawsuit against The Patriot Ledger of Quincy, Mass., has been denied by a federal appeals court because the individual had not pursued established grievance procedures before going to court.

The case arose when a Patriot Ledger sportswriter filed suit in federal district court, charging the company with breach of contract and "maliciously inducing breach of contract." The writer claimed that the newspaper had improperly reassigned him to a lesser staff position.

When he was discharged for refusing the reassignment, he sued the company rather than following the grievance procedures set forth in the labor agreement between The Patriot Ledger Editorial Association and the newspaper.

The U.S. District Court in Boston had initially dismissed the breach-of-contract claim when the company indicated its willingness to resolve the matter through regular grievance channels. The court reserved action on the claim of maliciously inducing breach of contract until the grievance had been heard.

After considering the grievance, however, the union decided not to pursue it through arbitration. The District Court then reinstated the suit and granted the grievant's request for an order directing the company to arbitrate the dispute.

The 1st U.S. Circuit Court of Appeals overturned the District Court, agreeing with the company that the matter was effectively ended when the union decided in good faith not to pursue the grievant's claim. It was improper for the District Court to interfere with the orderly process of collective bargaining relations, the appeals court said.

(Robbins v. George W. Prescott Publishing Co. Inc., CA-1, No. 79-1662) □

116 of 268 papers have repair crews for electronics

Nearly half of the 268 ANPA-member newspapers participating in a recent survey report that they now have a technical service department for the maintenance and repair of electronic equipment.

Of the 116 newspapers with such a department, 67 said they had used non-union employees and/or outside hires in the staffing.

The other 49 selected volunteers from union-represented departments within the newspaper, mostly composing rooms. Thirty-five of those technical service departments currently are non-union, the survey by ANPA's Labor and Personnel Relations Department showed.

The departments are being established to provide 24-hour, on-site maintenance of video display terminals and computers, to eliminate costly service contracts and to promote efficiency by giving the responsibility to one department. □

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Arbiter must adhere to first award, judge rules

A federal judge has ruled that an arbitrator improperly issued a second decision in a case involving the Newspaper Agency Corp. in Salt Lake City.

Judge David K. Winder of the U.S. District Court for Utah ruled March 5 that the first award—which was in favor of the company—was not arbitrary, capricious or discriminatory. He granted the company's motion for summary judgment.

The company is the agent for The Salt Lake Tribune and The Deseret News.

In January 1979, Arbitrator Reed C. Richardson issued an award denying a grievance of Pressmen and Platemakers Local Union No. 28. Richardson, a professor of management and economics at the University of Utah, held that the agency had not violated its labor agreement with the union by discontinuing an overtime pay practice [ANPA Labor and Personnel Relations Bulletin 6529, page 97].

The union's attorney asked Richardson to reconsider, and in March 1979, he issued a second decision which upheld the union.

The company refused to abide by the second decision on grounds that Richardson had no jurisdiction to deliver it and that it was arbitrary, capricious and exceeded the specific items the parties had agreed would be arbitrated. The union then filed its suit.

"The sole questions" before him, Judge Winder said, were whether the arbitrator had the authority to reverse his first decision and make a second award, and whether either decision was "arbitrary, capricious or exceeds the arbitrator's authority."

The judge noted that the union's attorney, in his letter to Richardson requesting reconsideration, had stated that "your findings are significantly in error with regard to material facts."

Winder emphasized that "it was on this basis and this basis alone that the arbitrator granted the petition for reconsideration." However, the judge noted, in the first arbitration, all parties had ample opportunity to present evidence they deemed relevant. He concluded that there were insufficient grounds for Richardson to reconsider his first decision, therefore rendering the second decision void.

The dispute arose when the company scheduled a Wednesday night shift beginning at 4 p.m. The shift formerly had been posted to start at 8 p.m. The company mistakenly paid overtime for the two hours from 4 to 6 p.m. until it learned the contract did not require it.

(Salt Lake Pressmen and Platemakers, Local Union No. 28, v. Newspaper Agency Corp., USDC Civil No. C-79-0317) □

Adult carriers barred from stuffing sections

In a dispute that arose from changing the status of adult carriers from independent contractors to employees, an arbitrator ruled that the Minneapolis Star and Tribune Co. violated its labor agreement with Mailers' Union No. 4 by allowing the employees to insert newspaper sections.

The carriers, as independent contractors, for a number of years had performed insert work which the company neither required nor prohibited. However, the company admitted it could tell its carriers—as employees—not to stuff papers, but it had chosen not to do so. The company said that conversion to employee status was unrelated to, and had no impact on, the assignment of mailroom work.

Jurisdiction of the union is defined in the contract as including "inserting of papers, magazines and supplementary sections."

Arbitrator Hoyt N. Wheeler, associate professor at the industrial relations center of the University of Minnesota, found that the contract "specifically prohibits the company from utilizing other employees to perform bargaining unit work."

He also said that the crucial question was whether the company "may *permit* the performance of this work" by employees other than mailers. Because of the changed relationship, "the company cannot now claim a lack of responsibility for what the adult carriers do," he said.

"The essence of the employment relationship is control of the employer over the details of the employee's performance," the arbiter also said.

Wheeler ordered the company to "immediately cease and desist permitting adult-carrier employees to perform inserting and related work which is subject to the jurisdiction of the union."

Although Wheeler said he was reluctant to order back pay because of the complexity of computations involved, "this is the only means of providing an adequate remedy for this violation of the collective bargaining agreement."

He retained jurisdiction over the case in the event the parties are unable to determine how much and to whom back pay is due. □

'79 arbitration awards listed in ANPA digest

The ANPA Labor and Personnel Relations Department has compiled a digest of 1979 arbitration awards. This is the first compilation of annual awards since 1963, and publication of future annual digests will depend upon membership response to the resource material. Orders should be placed with the department at The Newspaper Center. The cost, to be determined by the number of books ordered, will be nominal.

Additional arbitration decisions

Cleveland Plain Dealer, Mailers: Dallas M. Young ruled that the company violated the labor contract when it eliminated one job after installing a stacking machine.

Detroit Free Press, IPGCU: M. David Keefe upheld the two-week disciplinary suspension of a pressman for his failure to set the switch on a web-break detector.

Detroit Free Press, IPGCU: Keefe clarified the responsibilities of the make-ready and production crews in the company's offset pressroom as opposed to former practices in the old letterpress plant.

Judge recommends NLRB order publisher to bargain in case dating back to 1974

In a case that has been tied up in National Labor Relations Board proceedings since 1974, an administrative law judge recently recommended that the board order The Daily Advance in Dover, N.J., to bargain with Newark Mailers' Union No. 11 over an initial contract for circulation department employees.

The Daily Advance is appealing that decision to the board.

The union was certified to represent the employees in September 1976, but the newspaper has refused to bargain for a contract covering a unit that includes certain delivery personnel who the company contends are independent contractors.

The NLRB had conducted a representation election in June 1974 for a unit of all circulation department employees, "including drivers, mail clerks, mailroom helpers and district advisors."

The delay in certifying the union stemmed from a dispute over a large-enough number of challenged ballots, cast by certain drivers, to affect the results of the election.

Some of the drivers delivered papers from vehicles not provided by the company, and the company contended that these "motor route carriers" were independent contractors who should not have been allowed to vote. The union argued that they were employees, and in resolving the challenges the board agreed with the union.

Vote favors union

Counting of five ballots cast by the drivers resulted in a final vote of 15-12 for the union.

Since the time of the election, the company has made a number of changes in operations, including moving part of its mailroom to a new plant in Roxbury, N.J. The circulation unit certified by the board is no longer in existence at Dover, the company contends, having been replaced by the much larger "distribution department" in Roxbury.

In addition, starting in 1975, the company began a gradual process of reclassifying motor route carriers as "delivery contract holders" or "hauling contract holders." All had been reclassified by the time of the hearing, which concluded Nov. 16, 1978, before Administrative Law Judge Herzel H. E. Plaine.

In directing that hearing, the NLRB had noted three issues it felt should be heard: the parties' pre-election conference in which they stipulated the scope of the unit; the present composition of the unit; and the possible import of changes in the unit prior to the certification of the union.

Judge Plaine noted in his 40-page decision that "for the first time in this long litigation," the company raised the issue in its post-trial brief that the district advisors were either supervisors or managerial employees who should not be included in the unit.

By September 1977, the company had replaced part-time district advisors with full-time "district sales representatives." Plaine found, however, that the district advisors "and their nominal successors" were neither supervisors nor managerial employees "whether considered on the merits, or on procedural grounds as well." They "were and are" members of the bargaining unit, he ruled.

Plaine said that the question concerning the independent contractors "boils down to whether the delivery contract holders are any less employees than were the motor route carriers."

"The one seemingly significant difference between motor route carriers and delivery contract holders is the method of compensation," Plaine found. "In my view, the change of name and method of compensation was purely cosmetic and did not substantively alter the employer-employee relationship between Respondent and its drivers of non-company-owned motor vehicles."

The "hauling contract holders" were also employees, "not independent businessmen whose earnings are controlled by self-determined policies," Plaine ruled.

He also held that the mailroom was moved from Dover to Roxbury as a unit and continued its identity as part of the circulation department at headquarters in Dover. The renaming of the mailroom as the "distribution department" was not accompanied by any change in its function or connection to the circulation department, according to his decision.

Plaine said the move to Roxbury without consultation with the union "was typical" of other unilateral changes made by the company. He rejected the company's contention that the move and the subsequent increase in the number of mailroom helpers made the certified bargaining unit inappropriate.

Plaine ruled that the company's refusal to bargain in 1976 and 1977 "and continuing since then" violated Section 8(a)(5) of the Taft-Hartley Act.

Notice of change

He noted that under established law, an employer has a duty to give a certified union notice of its intentions to change working conditions affecting union members and to bargain over the proposed changes and their effects. "This obligation applies equally to a decision to relocate a plant, or part of a plant . . . as it does to changes in employee status, duties and compensation; and breach of the obligation, including direct dealing with the employees and bypassing the union, is a violation . . . of the Act," he said.

Even though some of the changes took place before certification of the union in 1976, the company was not relieved of its duty to bargain, Plaine ruled. An employer "acts at his peril and risk" in making such changes prior to certification, he said.

(Drukker Communications Inc. and its wholly owned subsidiary, The Daily Advance Inc., and Newark Mailers' Union Local 11, ITU, Case 22-CA-7413, JD-64-80, Feb. 20, 1980) □

Judge favors back pay for mailers

An administrative law judge has recommended that the NLRB order Newspaper Printing Corp. in Nashville, Tenn., to reimburse nine mailers who lost pay because they were physically unable to work a new schedule calling for Friday night and Saturday back-to-back double shifts.

The company performs non-editorial functions for the Nashville Banner and The Tennessean.

The case arose from Newspaper Printing Corp.'s assignment of part-time, non-union employees to an inserting machine. When Mailers' Union No. 4 protested, the company agreed not to use part-timers for machine inserting. However, it then imposed the new work schedule for full-time mailers.

The union filed charges with the NLRB, which subsequently issued a complaint listing 33 items alleged to be unilateral changes in wages, hours and working conditions.

Administrative Law Judge Morton D. Friedman found that "this sudden change and the responsibilities assigned to the full-time mailers (were) calculated to and did, indeed, have the tendency to coerce the employees into acceding to the Respondent's demands."

In changing the schedule "as radically as it did," the judge said, Newspaper Printing violated Section 8(a)(1) of the Taft-Hartley Act.

Friedman concluded that the company "as much as declared that it would live by the letter of the contract" and acted in "pique over the concession" not to use part-time employees. "This being so," he said, "I further find and conclude that the action taken to force all of these employees, whether able or not to work double shifts, was retaliatory in order to discourage union and concerted activity."

Many of the 33 allegations in the complaint were not proven, the judge found, but there were "numerous changes in the work rules in the mailroom, some of which although seemingly minor in nature, nevertheless, were made without consultation with the union and which, when considered as a whole, constituted unilateral changes in violation of Section 8(a)(5) of the Act."

The judge dismissed an allegation that the company had eliminated the practice of allowing employees involved in inserting, counting preprints and operating the insert machine to talk with others while on the job. "The employees who testified with regard to this admitted that you cannot talk and count at the same time," Friedman said.

The judge also noted that a video tape made subsequent to the date in question "clearly establishes that while employees were not actually counting and were merely straightening the stacks or inserting, the employees were talking and performing other operations which they alleged had suddenly been forbidden to them."

(Newspaper Printing Corp. and Nashville Mailers' Union No. 31, Case Nos. 26-CA-7286, 7350, 7437, JD-109-80) □

Union's bid to represent clerks rejected

An NLRB regional director recently dismissed a union's petition to represent an 11-employee unit of mail clerks, in-house print shop workers and stockroom employees at The Cincinnati Enquirer.

Emil C. Farkas, the regional director in Cincinnati, found the unit sought by a local union of paper handlers affiliated with the International Printing and Graphic Communications Union was inappropriate for purposes of collective bargaining.

The union had relied on the fact that the three departments where the 11 employees worked were supervised by the same person.

Farkas, however, found this was "not uncommon" at the newspaper, which he noted had other small departments with unrepresented employees under a single supervisor. The three departments in question were located in different areas of the building, and Farkas found that the four employees in the mail department had more contact with other unrepresented employees than with the employees in the unit sought by the union. In addition, the two stockroom clerks had "little connection" with the other involved employees, the NLRB official said.

Cincinnati Typographical Union No. 3 attempted to intervene in the case, but Farkas ruled that it "failed to demonstrate a sufficient showing of interest in this matter."

(The Cincinnati Enquirer Inc. and Cincinnati Paperhandlers Union No. 19, Case No. 9-RC-13151) □

Union resignation valid

The NLRB has affirmed an administrative law judge's ruling that Newspaper Guild Local 86 violated the Taft-Hartley Act when it sought the discharge of a Peoria (Ill.) Journal Star employee after he resigned from the union [**presstime**, January, page 48].

A three-member board panel agreed with the judge that the employee, a circulation district manager, had resigned during a period between contracts; no union-security provision which would bind him to continued membership was in force at that time.

(Peoria Newspaper Guild Local 86 and Peoria Journal Star, 248 NLRB No. 28) □

NLRB elections

Everett (Wash.) Herald, Teamsters: A unit of circulation department bundle haulers and newsstand runners voted 12-10 in favor of representation by Teamsters Local 863. The union had petitioned for a broader unit that included motor and newsstand dealers, but the NLRB regional director found the dealers were independent contractors and excluded them from the unit.

(NLRB Case No. 19-RC-9597)

Port Arthur (Texas) News, ITU: Composing room employees voted 12-3 against further representation by Typographical Union No. 984 in a decertification election.

(NLRB Case No. 23-RD-441)

EEOC accuses two SF unions in bias suit

The Equal Employment Opportunity Commission has filed a lawsuit charging two newspaper unions in the San Francisco Bay area with race and sex discrimination.

The complaint alleges that Local 921 of the Teamsters union and San Francisco-Oakland Mailers' Union No. 18 maintain hiring halls which unlawfully exclude blacks, Asians, Hispanics and women from union membership.

The hiring halls refer workers to the San Francisco Newspaper Agency—the company that performs non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner—and other employers.

According to the suit filed in U.S. District Court in San Francisco, the two unions have "intentionally engaged in a pattern and practice of unlawful employment practices" in violation of Title VII of the Civil Rights Act of 1964.

The complaint also charges that Local 921 has engaged in a separate unlawful practice by maintaining a pension program which discriminates against women.

The EEOC is asking the court to order the unions to institute affirmative-action programs and to provide back pay to adversely affected persons.

The suit stems from EEOC charges against the newspaper agency and 17 unions in 1975. The company and the EEOC have been in the process of negotiating a conciliatory agreement since that time, according to Joseph F. Kolder, the company's industrial relations director.

A trial attorney in the EEOC district office in San Francisco, Oscar Williams, said the unions' attorneys were served with a copy of the complaint the last week in February. It might take 18 to 24 months for the case to go to trial, Williams said, but a settlement could be reached before —or even during—the trial. □

Recent contract settlements

Atlanta Journal and Constitution, Mailers: Two-year agreement retroactive to July 1, 1979.

Denver Post, ITU: Three-year contract retroactive to April 1, 1979.

Houston Chronicle and Houston Post, GAIU: Contract extended additional year through June 30, 1981.

Houston Chronicle and Houston Post, Mailers: Three-year contract retroactive to July 15, 1979.

Washington Post, Mailers: Three-year contract retroactive to Feb. 18, 1979.

(Details in ANPA Labor and Personnel Relations Department Labor Letter 1599, Feb. 25.)

New labor pact at LA Herald Examiner

The Los Angeles Herald Examiner, boycotted by unions and listed as "unfair" a dozen years ago, will soon become one of the few U.S. dailies carrying a union label.

Under an unusual arrangement announced March 14, the Los Angeles County Federation of Labor will promote the Hearst-owned newspaper as the city's only "union" daily in an effort to build circulation and advertising. There are no unions at the Los Angeles Times, the larger of the city's two dailies.

Announcement of the pact with the labor federation came three days after the newspaper reached agreement on a new three-year contract with News Media and Graphic Communications Union Local 773, affiliated with the International Printing and Graphic Communications Union. The union, which represents all of the newspaper's non-managerial employees, had threatened to strike following expiration of its March 6, 1977-March 5, 1980 contract.

In 1967, the Herald Examiner continued publication after it was struck by unions that included locals of the International Typographical Union and The Newspaper Guild. The newspaper remained non-union until 1975 when a group of editorial and commercial employees voted to be represented by an independent union. That union evolved into the present one after pressmen and related workers voted in favor of representation by the IPGCU in 1976. □

Hearing on 'equal pay for comparable worth' rescheduled April 28-29

The Equal Employment Opportunity Commission has rescheduled a public hearing on pay discrimination, job segregation and the controversial subject of "equal pay for work of comparable worth" [**presstime**, February, page 39]. The new dates for the hearing in Washington are April 28-29. □

Albany newspapers contest alleged FLSA violations

The U.S. Department of Labor's Wage and Hour Division has charged the Albany (N.Y.) Times-Union and Knickerbocker News with violations of the child labor provisions of the Fair Labor Standards Act in a case arising from new subscription solicitations.

At issue is whether youth crew members and their adult crew chiefs are employees, as contended by the Labor Department, or independent contractors.

The department has asked a federal district court to enjoin permanently the newspapers from committing alleged violations of the act.

The company has denied violating the law. It also requested that the department produce statements gathered in its investigation.

The issue is related in part to a 1975 opinion letter from the Wage and Hour Administrator in which he said solicitation by persons other than route carriers is not exempted from the act's minimum wage, overtime and child labor provisions [ANPA Labor and Personnel Relations Department Bulletin 6413, page 520]. □

Lighting changes enhance VDT usage

By Joe Golant

After a decade in which they revolutionized the way newspapers operate, video display terminals now are bringing about changes in the lighting systems in newsrooms, classified ad departments and composing rooms.

The changes are being made in response to some employees' complaints about eyestrain and fatigue or general discomfort growing out of the use of VDTs. These annoyances seem to result from two conditions which interfere with viewing the terminals: Glare from lighting fixtures and reflections on the screens.

The National Institute for Occupational Safety and Health has been conducting an in-depth study of possible adverse effects—including any linked to the workplace environment—associated with VDT usage. Results of the study, which had been requested by a coalition of newspaper unions, are scheduled to be released April 11 [**presstime**, March, page 13].

Glare occurs when a light source within one's field of vision is considerably brighter than the object being viewed. This obscures the image being focused on.

Veiling reflections, sometimes called reflected glare, occur when interfering light or images reflect off the object being viewed. This condition results in reduced contrast, which also obscures the image.

Neither glare nor veiling reflections are problems unique to video display terminals. Even in offices without terminals, light fixtures are equipped with shades or diffusers to reduce glare. Tinted glass, light screens or shades are used on sunny windows. Furniture and desks have non-reflective surfaces and blotters.

In fact, the eyeshade worn low on the brow is almost a trademark of newspaper editors of an earlier era. The shades protected the eyes from the harsh glare of the bright lights which everyone felt were needed for close work with typewritten copy.

Golant is publications specialist at the ANPA Research Institute.

When VDTs were introduced into newspaper offices, difficulties with glare and veiling reflections had to be dealt with in another fashion. Conversion involved a change in the viewing angle: From looking down at a desk top to the more horizontal viewing of a screen. This meant that in some instances, additional, glare-producing ceiling lights became part of the field of vision.

It was also discovered that veiling reflections also could obscure the image on the terminal as ceiling lights, windows and even bright clothing can be reflected on the glass screen.

Long before VDTs became commonplace in newspapers, various types of display screens were being used by air-traffic controllers, the military, telephone operators, airline reservation agents and others. Glare and veiling reflections have been controlled in most of these situations by significantly lowering the level of illumination and eliminating harsh sources of light.

In many newspaper applications of VDTs, however, the terminals are used in conjunction with some form of hard copy. Drastically reducing illumination levels without regard to visibility requirements would make it difficult to read such copy.

Various alternatives

Fortunately, a number of alternatives are available which have been successfully implemented by newspapers. They include:

- A coating or shield on the screen
- A filter over the screen
- Louvers over the fluorescent light fixture
- Other lighting fixtures
- Indirect lighting.

Most manufacturers of display terminals now incorporate some form of anti-glare coating or shield on the screen to control veiling reflections. For older models, add-on shields or filters are available. While untreated glass reflects about 4.5 percent of the light striking it, anti-glare products can reduce that amount to less than .5 percent.

Sun-Flex Co. of San Rafael, Calif., markets a black matrix glare filter constructed of woven nylon fibers. The filter is positioned directly over the VDT screen and can be held in place by the bezel bordering the tube face. However, the filter should fit tightly against the screen, or else disturbing patterns may become visible in front of the screen.

Optical Coating Laboratory Inc. of Santa Rosa, Calif., offers several glare-reduction shields or glass coatings, and it also provides anti-glare coatings for several video display manufacturers.

Most anti-glare products increase the contrast between the image and the screen background, reportedly making the image sharper and easier to view for many operators.

The Sacramento (Calif.) Bee tried anti-glare products from both Optical Coating Laboratory and Sun-Flex. According to Assistant Managing Editor Charles Irish, the products controlled glare effectively, but some newsroom personnel did not feel comfortable with the increased contrast. Because staffers on different shifts who shared the same terminals sometimes disagreed on whether the glare shield should be installed, Irish decided to find another way to reduce reflections on the screen.

Most of the reflections were caused by fluorescent fixtures on the ceiling. During a visit to The Washington Post, Irish noticed that the Post had installed grid-like louvers over fluorescent fixtures. These louvers directed the light downward, blocking the angled light that normally radiates to the sides of a fixture. Because the fluorescent lights appeared to be dim unless they were viewed from directly underneath, they were not mirrored in the display screens.

By blocking the angled light emanating from fixtures, louvers also control glare that might result from bright luminaires. Fixtures equipped with louvers appear blacked out or dim

Before The Boston Globe covered the fluorescent lights in its newsroom, reporters had to cope with reflection on their terminal screens (left). The louvers solved the problem (right).

within the field of vision of a VDT operator.

The Sacramento newspaper has since experimented with several louvers with different cell sizes to determine which one would work best under its conditions. The Para-lite 4 louver manufactured by ALP Lighting Products was selected and has been installed in portions of the newsroom. According to Irish, the louvers work well—so well, in fact, the newspaper plans to fit all fixtures in VDT areas with them. Irish also reports that the staff of the Bee likes the subdued lighting effect created by the louvers.

These grid-like panels, commonly referred to as parabolic louvers, are manufactured by several different companies and are available through most lighting supply outlets. The size and depth of the cells—which may be square or round—vary substantially from model to model; thus, it is a good idea to investigate several types and to seek professional assistance in determining which one would be best for your environment.

Louvers can reduce the efficiency of lighting fixtures by more than 40 percent or by less than 15 percent, depending on the type selected. Prices vary from about $25 to more than $75 each. The deep-celled parabolics are usually more efficient and more expensive.

The Atlanta Journal and The Atlanta Constitution installed parabolic louvers over the recessed fluorescent fixtures in their composing room. The newsroom uses Computek terminals with glare-resistant screens, but the Raycomp 100 terminals in the composing room reflected the ceiling lights on their screens.

After the louvers were installed, a complaint was filed with OSHA about insufficient lighting in the composing room, and concerns were expressed about possible harmful radiation from the VDTs. OSHA inspectors toured the composing room of the Atlanta newspapers in January; subsequently, they dropped their investigation. According to Composing Room Foreman Edward Sweat, OSHA reported that the lighting was well within tolerances and that less radiation was measured in the composing room than could be found outside the building.

Rather than reducing the efficiency of its lighting system by retrofitting existing fixtures with louvers, the St. Petersburg (Fla.) Times selected relatively new, high-efficiency fixtures equipped with louvers.

According to Technical Development Manager V. Donald Rebholz, the Lightolier fixtures were installed initially in the Clearwater, Fla., bureau. They are now being installed systematically throughout the St. Petersburg building as various departments are remodeled.

Staff engineer Jack Kruck explains that the fixtures are recessed deep in the ceiling and use only one fluorescent tube. Inside the fixture, an arched reflector directs all the light down through a deep-celled louver. The reflector intensifies and directs the light, making it possible to use one tube, and the louver cuts down on the angled light.

To reduce power consumption even more, 35-watt General Electric Wattmizer II tubes are used. These tubes produce 98 percent of the light given off by standard 40-watt tubes.

Kruck says the St. Petersburg newspaper was criticized by members of the lighting industry who felt that four-tube fluorescent fixtures would be needed to provide sufficient light. The Lightolier fixtures create some shadows on the ceiling, but they are positioned to provide even lighting over all task surfaces.

According to Clearwater Bureau Chief Robert Henderson, the lighting level is comfortable and easy on the eyes. "When the staff first entered the newsroom, it seemed a bit dim," says Henderson. "But most of us are accustomed to the supermarket-type glare of harsh lighting. After a few minutes at their desks, everyone felt very comfortable." Henderson reports that his staff has no problems with glare or eyestrain.

"If you want to save energy and eliminate glare," says Kruck, "this lighting system will do the job well." The Clearwater office uses 1.8 watts per square foot for lighting, a savings of more than 43 percent of the 3.2 w/ft^2 conventional lighting would have consumed. The Times paid $56 per fixture, compared with $25-30 for a conventional unit.

To save even more energy, localized switches make it possible to turn on lights in only those sections of the newsroom being used.

Rethinking lighting concepts

How much illumination is enough? What are the best methods to provide that illumination? Such concerns have caused

architects and lighting and space designers to re-examine traditional lighting concepts.

The Illuminating Engineering Society has been establishing recommendations for levels of interior illumination for more than 20 years. The society's Recommended Practice for Office Lighting serves as a guideline for most lighting specifications.

The society's committee chairman on this subject, Harry L. Rubins of Optical Coating Laboratory, says the new recommendations for office lighting, which will be published this summer, will give ranges rather than a specific footcandle measurement for various tasks and lighting conditions. The recommendations strive for the lowest level of illumination for optimum visibility, and in many cases they are lower than current recommendations.

The present recommendations give a footcandle reading for each office task, varying from 30 to 150 footcandles. The new recommendations will place most office tasks within two categories for lighting levels. One category will specify a range of 20-50 footcandles, and the other a range of 50-100 footcandles. To select the proper lighting level within a range, factors such as the importance of speed and accuracy, the age of the workers and the color and reflectance of surrounding areas must be considered.

The emphasis is on the quality of light, not the quantity, says Steven Stannard, director of illuminating engineering for the Detroit architectural and engineering firm of Smith, Hinchman and Grylls. Stannard, a member of Rubins' committee, explains that the goal of a lighting system should be to get the light onto the task without making the source of illumination obvious or glaring.

Using louvers on lighting fixtures can eliminate the overlit appearance of ceilings and provide good lighting at desk level for reading copy and operating VDT keyboards. Another approach is to use indirect lighting, which necessitates the installation of a new lighting system.

Indirect lighting provides ambient illumination without "hot spots" or glaring luminaires by distributing light evenly on walls or ceilings. Because the quality of light is improved, the illumination is more efficient. Fewer footcandles from indirect lighting can provide better visibility than more footcandles from direct lighting.

Since indirect lighting works by deflecting light off walls and ceilings, interior color schemes can greatly affect the degree of visibility provided. Walls, ceilings and furnishings of dark colors or inappropriate finishes could absorb much of the light, reduce the contrast levels in the room or create an uneven appearance with alternating shadowy and light areas. Windows also should be properly shaded, because sunlight can disrupt the balance of indirect lighting within a room. For these reasons, lighting designers should work closely with architects, space planners and interior designers.

After evaluating its lighting systems for both efficiency and visibility, The Boston Globe made use of both indirect lighting and parabolic louvers. Bernard Soep Associates Inc. of Boston, a design firm for space planning, installed an indirect lighting system in an office used to train personnel on the Globe's Atex editorial system. The room also was designed with a low-key color scheme and non-reflective walls and desk surfaces.

Indirect lighting in the Globe's training room eliminates glare on VDT screens.

Soft, uniform light

According to Systems Editor Charles Liftman, the indirect lighting produces no glare or veiling reflections, and because the lighting is soft and uniform, an operator's eyes adjust easily from viewing the screen to looking about the room. Although the level of light is subdued—it provides about 30 to 40 footcandles at desk level—the quality of light makes it easy to edit hard copy.

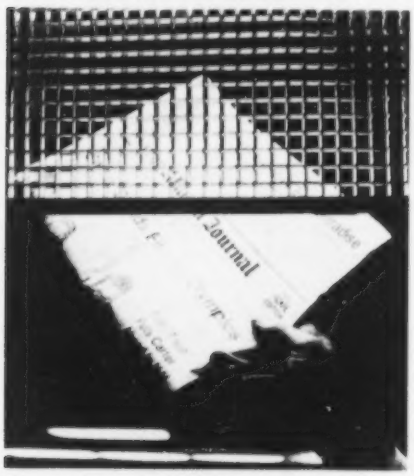
In the newsroom, the Globe began to experiment with louvers to darken the ceiling and eliminate veiling reflections. Louvers with half-inch cells were placed over standard two-by-four-foot fixtures, each housing four 40-watt fluorescent tubes. Translucent, mechanized shades on the windows eliminated sunlight as a source of glare. Visibility conditions improved, says Liftman, but it was felt that the newsroom was still brighter than it had to be.

Two tubes then were removed from each fixture, and the remaining cool white tubes were replaced with warm white ones. The result was a subdued, softer lighting, as well as a 50-percent reduction in energy consumption. Lighting levels in the newsroom were reduced from between 90 and 115 footcandles to an average of less than 50 footcandles.

The subdued lighting has affected more than the physical environment of the newsroom. Staffers appear more relaxed, and the newsroom seems to be quieter and more settled, the Globe's Liftman reports.

Indirect lighting also is being utilized by the Los Angeles Times. Delmar C. Taylor, director of administrative services, reports the lighting is being installed throughout the building as part of a remodeling and expansion project. "On the basis of what we've done so far, we have high hopes for the lighting system and are committed to completing it," says Taylor.

A review of the indirect lighting at the Times by the engineering consulting firm of Jones, Cooper & Associates Inc. concluded: "In general, the lighting is of excellent quality with high seeability. It is free from glare, has a comfortable light level [40 to 70 footcandles] and will be ideally suited for use with the [video display] terminals."



The Atlanta newspapers use parabolic louvers to reduce angled light.

Another type of lighting system—not yet in use by any newspapers—may provide one more alternative to conventional lighting. Known as task/ambient lighting, it has been implemented successfully in many different office environments.

According to Sylven R. Shemitz, a lighting designer and fellow of the Illuminating Engineering Society, task/ambient lighting concentrates high-quality illumination where people are and reduces it where they are not.

Various types of indirect lighting techniques can be used to provide a relatively low level of ambient lighting for an office area, and local fixtures are used to illuminate work sites according to the needs of the specific task. Fixtures providing task lighting must be properly designed with baffles, louvers and lenses to prevent glare or veiling reflections.

Task/ambient lighting also is energy efficient, and because the task lighting is incorporated into the work stations, it can be adapted to virtually any office layout.

Regardless of what type of lighting system is selected, competent professional advice should guide all decisions. □

Rather than dump 'scrap' ink, Florida newspapers reclaim it

By John Irvin

The St. Petersburg (Fla.) Times and Evening Independent have discovered a gold mine—the barrels of scrap or "slop" ink that had been hauled to the landfill since our first offset press was installed in 1969.

This is the same ink that is located in the press rail sumps, wash-up trays, half-empty kits, cannister fill sumps and scrap barrels; it is contaminated with paper dust, paper scraps, solvents, oils, fountain solution, and even bolts, folder pins and rags.

In early 1979, the St. Petersburg newspapers learned that the Environmental Protection Agency had issued citations closing some landfills to scrap ink disposal. Management realized it was a matter of time before the local landfill would become off limits, so alternatives were sought.

A local asphalt plant agreed to conduct an experiment whereby our slop ink would be used as a supplement to asphalt mix; this proved unsuccessful, however, because the ink contained too much contaminant and too much water for the process.

Burning the ink was not feasible in view of local smoke and incineration regulations.

It seemed, then, that the best alternative would be to reclaim the scrap ink.

Since 1976, the Times and Evening Independent had successfully reclaimed 2,000 to 4,000 pounds a month of clean, purged ink—obtained from ink rails and fountains—into quality black ink. (Process and spot-color inks were mixed with enough virgin black to create a black of good runnability.)

However, we were unable to find any commercially available systems for the reclamation of *offset* inks. We decided, therefore, to develop our own device.

Our first test was from the dirtiest barrel of slop ink we had stored. It was filtered through a makeshift, 30-mesh wire filter; blended with a kit-mixer in a five-gallon pail for 20 minutes; and tested on bundle wraps, using the 10-unit Goss Metro, open-fountain press. The results were far better than anticipated.

Management subsequently approved development of a full reclamation system. A task force of ink room, press, engineering and maintenance personnel was created to develop the idea, and the Borden Ink Co. of Lakeland, Fla., was consulted for ideas on filtration, mixing and pumping.

Equipment was ordered and installed last September by our maintenance, en-

Irvin is the assistant operations manager of the St. Petersburg Times and Evening Independent.

St. Petersburg Times and Evening Independent ink reclamation system

Quantity	Equipment	Cost
1	Schold variable speed disperser—model V.H.S., 300 Series	$3,434
1	Roper pump—model 3611 HRV, Type 1	1,636
2	Viking pumps—model HL 124	1,756
	Electrical starters, switches and wiring	800
	Two-inch pipe, fittings, gauges and ball valves	580
40 feet	4-inch by 4-inch by 1/4-inch angle iron	80
3	Cuno filter vessels—model 7PCI	1,281
6	Cuno carbon steel bag support—No. 64436-01	822
	Stainless steel wire mesh—60-by-60-inch, 100-by-100 inch	156
	Labor	1,935
	Total	**$12,480**

gineering and inkroom personnel. The first design was not successful, but with four major modifications, the equipment was operating satisfactorily by mid-November.

Since then, 400 to 1,600 pounds of ink per day have been reclaimed.

Our method includes storing the collected slop ink for at least one week in open-top drums. The solvents and water rise to the surface, where evaporation reduces their volume. The ink then is pumped through two filters before entering the mixing vessel: a coarse, basket filter and a 60-by-60 inch stainless-steel, mesh-wire, secondary filter with a .092-inch opening.

This rough ink is mixed in a Schold Mixer for 35 to 45 minutes, causing it to be friction-heated to approximately 115 degrees Fahrenheit. Samples are taken, and virgin black is added, if necessary, to gain true black printability.

The finished mix is pumped through a 100-by-100-inch stainless-steel, mesh filter with a .054-inch opening, and into the press's main ink tank. Our experience shows that solvent or water removal is not required because the long mixing sufficiently emulsifies the material to prevent precipitation or reseparation.

Since Dec. 1, the 10-unit, open-fountain, Goss Metro press has run daily and advance sections on the recycled purge and scrap ink exclusively. Print quality is no better or worse than on the 25-unit, rail-injector Goss Metro press using virgin black ink.

The only problem to date has been a minor buildup of lint at the edge of the press fountain blades. We purge and clean the fountains monthly. We are planning to test other filters for the finished, reclaimed ink mixture in hopes of eliminating the problem. To date, the reclaimed ink has not been tested on the rail-injector press units.

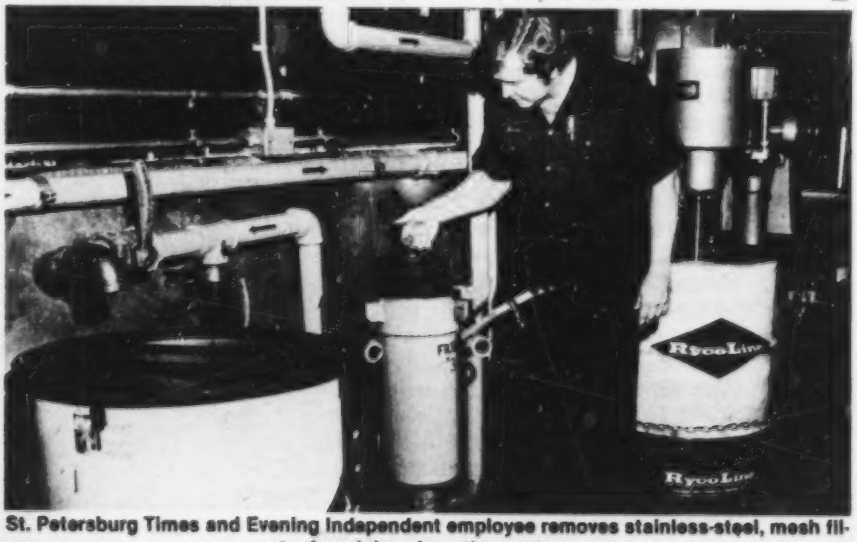
We can reclaim 400 to 600 pounds of ink before cleaning the filters. This involves scraping the filters by hand, placing them in a solution tank with solvent and agitating them for about one and one-half hours.

The purge and slop ink volume is expected to average 10,000 to 12,000 pounds per month. At the Jan. 1 price of 38 cents per pound for virgin black, reclamation will yield *savings* of $45,600 per year. The *cost* of reclaiming this ink should be no more than the previous container, handling and dumping fees we had been paying.

Installation of the system cost $12,480 (see accompanying chart) which means an investment payback within four months.

A schematic diagram on the St. Petersburg system is available from the ANPA Research Institute in Easton, Pa.

For information on a *letterpress* ink-reclamation system, see R.I. Bulletin 1317, May 2, 1979. □



St. Petersburg Times and Evening Independent employee removes stainless-steel, mesh filter from ink reclamation system.

Ink disposal is expensive, troublesome

By George Cashau

The disposal of waste ink has become an expensive proposition for newspapers —as much as $100 per barrel, in fact.

Every state has some form of disposal law governing the type of substance that can be flushed down the drain or discarded in a landfill or incinerated. (See charts 1 and 2.)

In addition, the U.S. Environmental Protection Agency has promulgated regulations on disposal of graphic-arts materials, including some used by the newspaper business, and new regulations on this subject are scheduled to be released this month.

Once relatively easy to dispose of, newspaper ink consists essentially of carbon black and oil, or in the case of colored inks, pigment and oil. In almost all of the state regulations for liquid effluent and landfill, oil and petroleum products are banned unless pre-treated or a permit is obtained for a "scavenger" using approved disposal methods.

In many states, such as New Jersey, Michigan and California, long forms must be completed and sent to the state environmental protection agency for approval even if a state-licensed waste hauler is used. A newspaper can be held responsible for any problems from the waste, even after it has been hauled away.

Some cities or counties require landfill operators to seek formulations on certain colored inks that have been printed on waste newspapers. Regulations are often so strict that even trace amounts of specified metals are banned.

EPA's new regulations will supplement the Resource Conservation and Recovery Act of 1976. Government Printing Office Reports 15 and 24, respectively, cover details about the act and about "Hazardous Waste Management in the Graphic Arts." □

Cashau is coordinator of operations at the ANPA Research Institute.

Chart 1
Permits required for waste disposal into state water

State	Requires permit to natural or state waterways	Requires permits for waste discharge to municipal sewage	Requires permit for treatable waste	Other
Alabama	yes	yes	yes	Permits required for both treatable biogradable and non-gradable waste
Alaska	yes	---	---	
Arizona	yes	---	---	
Arkansas	yes	---	---	Has specific regulations regarding streams
California	yes	---	---	Registration required for disposal of liquid waste; reports must be filed with regional water quality control board
Colorado	yes	---	---	Monitoring required if discharge exceeds 50,000 gallons a day; has specific regulations regarding streams
Connecticut	yes	yes	yes	Permits not to exceed five years and thereafter renewable
Delaware	yes	yes	yes	
District of Columbia	---	---	---	
Florida	yes	---	---	Reports must be made on discharges of treated or untreated wastes to Department of Environmental Regulation
Georgia	yes	yes	---	Permits limited to a fixed term not to exceed five years, thereafter renewable upon review
Hawaii	yes	yes	yes	
Idaho	---	---	---	Department of Health must receive a report concerning quality and quantity of discharge waste, waters and treatment records
Illinois	yes	---	---	
Indiana	yes	---	---	Permits can be issued for any period not to exceed five years
Iowa	yes	---	---	
Kansas	yes	yes	yes	
Kentucky	---	---	---	
Louisiana	---	---	---	Reports are required on discharges of industrial waste
Maine	yes	---	---	Certain deposits and discharges prohibited
Maryland	yes	---	---	Specific regulations outline what discharges are permissible
Massachusetts	---	---	---	District commissions establish water laws pertaining to their regional areas
Michigan	yes	---	---	
Minnesota	yes	---	---	Permits must be issued to install, operate or construct a disposal system
Mississippi	yes	---	---	
Missouri	---	yes	---	
Montana	yes	---	---	
Nebraska	---	---	---	Requires permit to operate disposal wells
Nevada	yes	---	---	
New Hampshire	---	---	---	
New Jersey	---	yes	---	
New Mexico	---	yes	---	
New York	yes	yes	---	
North Carolina	yes	yes	---	
North Dakota	---	yes	---	A publicly owned treatment plant has jurisdiction over industry but the public plant must have permit
Ohio	yes	yes	---	
Oklahoma	yes	---	---	
Oregon	yes	---	---	
Pennsylvania	yes	---	---	
Rhode Island	---	---	---	
South Carolina	yes	yes	yes	
South Dakota	yes	---	---	
Tennessee	yes	---	---	
Texas	yes	---	---	
Utah	yes	---	---	
Vermont	yes	yes	---	
Virginia	yes	yes	---	
Washington	yes	yes	---	
West Virginia	yes	yes	---	
Wyoming	yes	yes	---	
Wisconsin	yes	---	---	

--- Indicates state regulations are not clearly defined.

Chart 2
Regulations on hazardous waste disposal

	Special regulations for handling hazardous waste	Special regulations for disposal methods
Alabama	yes	yes
Arkansas	yes	yes
Alaska	---	---
Arizona	---	---
California	yes	yes
Colorado	---	---
Connecticut	---	---
Delaware	---	---
District of Columbia	yes	---
Florida	yes	yes
Georgia	---	---
Hawaii	yes	yes
Idaho	---	---
Illinois	yes	yes
Indiana	---	yes
Iowa	yes	yes
Kansas	yes	yes
Kentucky	yes	yes
Louisiana	---	---
Maine	yes	yes
Maryland	yes	yes
Massachusetts	yes	yes
Michigan	yes	yes
Minnesota	---	yes
Mississippi	yes	yes
Missouri	---	---
Montana	yes	yes
Nebraska	---	yes
Nevada	yes	yes
New Hampshire	---	---
New Jersey	yes	yes
New Mexico	yes	yes
New York	yes	yes
North Carolina	yes	---
North Dakota	yes	yes
Ohio	yes	yes
Oklahoma	yes	yes
Oregon	yes	yes
Pennsylvania	yes	yes
Rhode Island	yes	yes
South Carolina	yes	yes
South Dakota	yes	yes
Tennessee	yes	yes
Texas	---	yes
Utah	yes	yes
Vermont	yes	yes
Virginia	---	yes
Washington	---	---
West Virginia	---	yes
Wisconsin	yes	yes
Wyoming	yes	yes

--- Indicates state regulations are not clearly defined.

Exhibitors gear up for Production Conference

By Sandra L. Puncekar
presstime technical writer

The massive hall, once silent and drab, is transformed into an exciting spectrum of colors, a thriving hub of activity, a showplace of new technology. Vendors welcome thousands of newspaper executives to the carefully planned displays of new systems and equipment.

This scene is repeated each June as ANPA stages its Production Management Conference, believed to be the world's largest assemblage of the latest in newspaper technology.

This year's 52nd Annual Conference, scheduled June 7-11 at the Georgia World Congress Center in Atlanta [**presstime**, March, page 43], is expected to attract more than 300 exhibitors whose displays will sprawl over an area of nearly 200,000 square feet.

As in past years, the exhibitors will work with the ANPA Research Institute staff and with personnel from United Central Exposition Co. in setting up their booths, which require everything from plumbing to electricity, carpentry to communications, and carpeting to furniture.

Almost every exhibitor made initial, Atlanta Conference arrangements nearly a year ago at the 1979 Conference in Las Vegas, Nev. Exhibitors there signed contracts and selected the size and preferred location of their exhibit booth for the Atlanta show.

Most have been laying the groundwork for their Atlanta displays ever since.

The planning process

"Planning for an ANPA Conference exhibit is ongoing and constant," says Gary James, assistant to the president of Taft Equipment Sales Co., distributor for Tokyo Kikai Seisakusho, a Japanese press manufacturer. "The first decision to be made is what to display and how to improve on previous exhibits. Meetings after meetings are held to determine what equipment will be used and how to design the exhibit to fit the space allotted."

Shirley Manoff, marketing services administrator of EOCOM Corp., reports that immediately after each Conference, "We perform a critique with recommendations for improvements at the following year's show. Budget planning for the next ANPA Conference takes place approximately nine months in advance. This includes estimates for shipping, setup and booth construction. Ideas for the general design of the booth are also formulated at this time."

Harris Corp., which usually has one of the largest booths in the show (6,000-8,000 square feet), starts its formal Conference planning in September of the previous year. The three Harris divisions involved decide on the type of equipment to be displayed, a floor plan and a budget. Discussion and approval take about five months.

NAPP Systems has a Marketing Council comprised of five marketing directors who begin to develop a plan for the exhibit seven months before the show. After a display theme is selected, NAPP retains an exhibit designer and exhibit builder, and determines manning requirements. Collateral support materials and any scripts for exhibit personnel are prepared; and plans for the customer users' session and other special customer events are drafted.

Care in shipment

Exhibitors must pay careful attention to the shipping of their products to the Conference—especially those with delicate equipment like Raytheon Graphic Systems.

Pauline A. Carroll, Raytheon's marketing communications specialist, explains: "Since computer-based equipment is very sensitive, it is boxed or crated in protective cushioning. Large, heavy equipment is usually skidded, bubble wrapped and banded for both protection and ease of handling. All equipment is shipped on suspension-ride electronic exhibit vans."

Autologic Inc. also uses elaborate shipping techniques. According to Barbara McLean, director of sales support and administration, "Preparations for the packaging and transportation of equipment to the Conference are the same as those for shipping to our customers. The cycle, however, is far more intense due to the size of the shipment, which often in-

Millions of dollars worth of equipment is exhibited.

cludes as many as 15 phototypesetters and auxiliary equipment. . . .

"Every crate and box is numbered, and a master list is created which identifies the contents of each. Vans are loaded in a sequence designed to facilitate the proper sequence for unloading," McLean explains.

Since Taft Equipment Sales Co. is a distributor for TKS of Japan, its shipping logistics are more complex than most. Equipment is sent by ship or by air to the nearest-possible port of entry, then carried by truck on the last leg of the long journey to the Conference city.

"All parts must be packed very carefully to prevent shifting and to avoid damages in the event of storms, heavy winds, etc." says Gary James. "All parts must also be covered with a greasy substance to prevent rusting." And each unloading and reloading requires a spot-check of the equipment.

In addition, before the TKS exhibit can be set up, blueprints and instructions must be translated from Japanese into English.

Exhibits reused

Most manufacturers design their exhibits to be reused at other graphic arts trade shows.

H. T. Eckhardt, director of merchandising for Harris, says, "We keep our show costs to a minimum by avoiding expensive custom displays. A modular display system has been developed for use at all major Harris trade shows (five in a normal year) which is flexible and easy to erect."

Even so, Harris generally budgets $150,000 to $200,000, not including personnel expenses, for its Production Management Conference display. Eckhardt explains that at least 50 to 60 people are needed to man the booth, usually in two shifts.

EDS•IDAB can use the back-drop material for its booth three to five years, according to Karl Ziegler, manager of marketing planning. The company usually assigns seven to 10 people to staff its exhibit and about six others for setup and maintenance.

Ziegler estimates his firm's exhibit expenses to be as much as $25,000.

Chemco Photoproducts Co. may spend over $200,000 for its Conference display, literature and lodging. Ten people generally are required to set up and remove the booth; and about 20 people a day are needed to man it.

Setup problems

In a show of this magnitude, " 'Murphy's Law' works overtime," as one manufacturer quips. Witness what happened to Raytheon Graphic Systems at the 1978 Conference in St. Louis:

Just before opening day, Raytheon officials received a frantic call from ANPA/RI Exhibition Coordinator James P. Walsh. "I don't know how to tell you this," he said, "but your booth is under water."

Raytheon's Pauline Carroll recalls: "We rushed down to find that the floor drain being used for our film processor had backed up, filling the entire booth with murky, ankle-deep water. Thanks to the quick action of ANPA/RI personnel, our equipment was moved out of the way while the mess was cleaned up. After that, things went much more smoothly!"

Although her company has been spared a "disaster" of that severity, Debbie Anderson of NAPP reports, "Regardless of the amount of planning done prior to the show, there are many last-minute headaches to contend with, especially in the area of labor—getting the exhibit set up on schedule within the financial framework established."

Autologic's Barbara McLean also says her company has learned to expect the unexpected—like convention centers which don't turn on the air conditioning until the day of the show. "We schedule our setup so that all equipment will be operational at least 24 hours prior to show time," she says. "Our computer-controlled typesetters like cool temperatures and are subject to damage with temperatures in the 80s." So Autologic plans accordingly.

ANPA/RI personnel including Walsh and Production Department Director Peter P. Romano, who functions as Conference director, also have grown accustomed to last-minute glitches. For example, inevitably, an exhibitor will discover just before the show opens that the space it reserved one year earlier is inadequate for current needs. Walsh must then jockey around the exhibit-hall floor plan in an effort to accommodate the belatedly voiced needs. □

Atlanta's Georgia World Congress Center (foreground) is site of the Conference.

Media should regulate selves, Sen. Heflin tells NNA meeting

The U.S. media should regulate themselves as other professional groups do, Sen. Howell Heflin (Ala.) told more than 350 newspaper publishers and editors.

Speaking March 20 at the National Newspaper Association's annual Government Affairs Conference in Washington, Heflin said American press freedom is sustaining escalating attacks in courts and legislatures around the country because of an "increasingly indifferent or hostile atmosphere of public opinion."

And part of the reason for this, he said, is that the press has allowed itself to be "used and abused."

"Unknowingly or unwittingly, the American 'free press' was used and abused by a band of ragtag thugs and terrorists" in Iran, Heflin charged.

And when ABSCAM broke, he said, "the press became a conduit in a subversion of the orderly process of our system of justice. In this instance, the press may have been used by unknown persons within the government—for unknown reasons—when it printed . . . allegations made by . . . so-called unnamed sources about alleged criminal activity."

The senator urged the press to bolster its public image by raising its standards of reporting and its sense of responsibility.

The media should initiate a peer discipline system among groups such as NNA, ANPA, the American Society of Newspaper Editors and the Society of Professional Journalists, Sigma Delta Chi —"the type of self-imposed regulation now used by lawyers, doctors and other professionals," Heflin said.

Also meeting with the NNA group was U.S. Postmaster General William Bolger, who declined to take a stand on Congress' recommendation that Saturday mail deliveries be terminated. (See related story, page 19.)

Bolger noted that under present law the Saturday delivery cannot be eliminated without approval of the Postal Rate Commission and the Postal Service Board of Governors.

Bolger's non-position on the controversy is consistent. When questioned previously on the issue, he has declined to endorse or oppose it.

Other speakers at the conference included:

- Sen. John Glenn (Ohio), who urged increased research and development of electrical energy storage systems
- Sen. John Culver (Iowa), who strongly endorsed SALT II
- Rep. Jack Kemp (N.Y.), who advocated a 30-percent decrease in federal income taxes
- State Department spokesman Hodding Carter III, who said the Carter administration "is not prepared to save American honor by being the pallbearer for 50 hostages as long as we believe there's an opportunity to get them out (of Iran) alive." □

Jean Alice Small, widow of Len H. Small, March 20 was named president of Small Newspapers and editor and publisher of The Daily Journal, Kankakee, Ill.

'Good friends' help after Raleigh fire

Following a March 16 pressroom fire, the Raleigh (N.C.) News & Observer and Times returned to printing at home after three days of help from "good friends" in Durham and Fayetteville, N.C., according to President and Publisher Frank Daniels Jr.

Eight of 12 press units and one of two folders were damaged in the fire, which started when a spark from a welder's torch ignited the newsprint web in the press.

Insurance company representatives gave a "walk-through" estimate of $4 million damage.

Following the Sunday afternoon fire, the morning News & Observer and evening Times put out eight-page Monday editions—with no advertising—which were printed in the plant of the Durham Morning Herald and The Durham Sun.

A 32-page edition of Tuesday's News & Observer, with some advertising, was printed in the plant of the Fayetteville Times and Observer. The Times, also 32 pages that day, was printed in Durham.

Raleigh's presses were restored to sufficient capacity to handle the runs from Wednesday on, Daniels reported. □

NNA's Cuban study mission set May 4-10

The National Newspaper Association will sponsor a Cuban Study Mission May 4-10 for newspaper publishers to observe various aspects of that country's government, economy and society.

The tour will leave from Miami on chartered aircraft. Cost per person is $990 single occupancy or $850 double occupancy, including all costs and gratuities.

For more information, contact Joann Buckley at NNA, 1627 K St. NW, Washington, D.C. 20006; (202) 466-7200. □

TV viewing at record high

The Television Bureau of Advertising has reported an all-time high in television viewing in the United States in 1979.

According to TVB statistics based on A. C. Nielsen Co. data, average daily viewing was 6 hours, 28 minutes per home—10 minutes more than the previous record set in 1976 and 11 minutes more than the 1978 average. □

'Design' magazine debuts

The Society of Newspaper Designers, a new organization dedicated to the enhancement of newspaper appearance and function, has published the first issue of its quarterly magazine, Design.

The 32-page publication contains examples of new newspaper designs and serves as a resource for this increasingly sophisticated element of the newspaper.

Robert Lockwood, art director of The Morning Call in Allentown, Pa., and chairman of the Society of Newspaper Designers, said the organization was born during a 1978 American Press Institute design seminar.

"We decided we wanted something substantive, that would be a service organization and not a social organization," he explained. There are now about 160 members from the United States and Canada.

For information about membership in the society, write Lockwood at The Morning Call, P.O. Box 1260, 6th and Linden Sts., Allentown, Pa. 18105.

Subscriptions to Design cost $20 a year and are available from the Society of Newspaper Designers, The News American, 301 E. Lombard St., Baltimore, Md. 21203. □

Print promotion material available

International Paper Co. is offering materials from its "Power of the Printed Word" campaign to ANPA-member newspapers.

The materials include reprints of a series of advertisements the company has placed in more than 50 newspapers and in a number of general-interest and youth-oriented magazines; slide and tape presentations designed for use before community groups; and "Power of the Printed Word" T-shirts.

All of the materials are available without charge, except the T-shirts, which will be sold at cost, according to Robert F. Lauterborn, International Paper's marketing communications director.

The company has received more than a million requests for reprints of the ads.

For reprints, write to: Power of the Printed Word, International Paper Co., Dept. YB, P.O. Box 900, Elmsford, N.Y. 10523.

The teaching guides, T-shirts, fact sheets and the slide and tape presentation can be obtained from Robert F. Lauterborn, Corporate Communications, International Paper Co., 220 E. 42nd St., New York, N.Y. 10017. □

Recent acquisition

The Chronicle Publishing Co., San Francisco, acquired the Bloomington (Ill.) Daily Pantagraph, daily circulation 50,000. □

News Council raps Synanon on letters

There was a "chilling effect" on many newspapers not to print stories on the Synanon Foundation after that organization mailed 960 letters to the media in 1978-79 demanding retraction of stories and threatening lawsuits, the National News Council has ruled.

The council's findings were the result of an investigation requested by United Press International into the California-based foundation's letter-writing campaign. "We were concerned about what appeared to be a systematic attempt to harass the media in America," explained UPI Editor-in-Chief and Vice President H. L. Stevenson.

Synanon officials have denied the charge. They said they were complying with California law requiring a retraction request to reserve rights for filing future libel suits. □

Fired, they sue publisher

A former editor and a former reporter of The Free Press in Quakertown, Pa., have filed suit against Publisher Charles M. Meredith III after he fired them in a dispute over a story which had appeared in the newspaper.

The plaintiffs charged Meredith with libel and restricting their rights of free speech and press.

Meredith said he objected to the "tone" of the article which alleged the possibility of a conflict of interest if certain cases came before a local judge. □

'Shoe' **By Jeff MacNelly**

Reprinted by permission of the Chicago Tribune-New York News Syndicate, Inc.

Katharine Graham to be nominated chairman

ANPA Treasurer Katharine Graham will be nominated at this month's Convention in Honolulu to become chairman and president of the Association. The Nominating Committee will recommend this and several other changes in its previously announced nomination plans because of the death March 10 of Vice Chairman Len H. Small, who was to have been nominated to succeed to the presidency.

It had been announced [**presstime**, March, page 52] that Mrs. Graham would be nominated to become vice chairman; Association Secretary William C. Marcil now will be nominated for vice chairman.

And, Director Donald N. Soldwedel will be nominated to succeed Marcil as secretary.

As previously announced, Director Richard J. V. Johnson will be nominated to become treasurer.

Mr. Small's widow, Jean Alice Small, issued the following statement:

"The news that Katharine Graham is willing to become chairman and president of ANPA would have pleased and delighted Len as it does me. Although the world thinks of Kay as a notable and impressive figure, as indeed she is, Len and I always thought of her as a loyal and dear friend as well. She has worked hard for the organization during her years on the Board of Directors, which could not have always been easy for her.

"She will be a superb president.

"I congratulate her as Len would have, and I congratulate ANPA for their good fortune in having such a leader to turn to for the next two years."

Nominating Committee Chairman Joe D. Smith Jr. said, "We are extremely fortunate that Len Small had the wisdom not just to ask Kay Graham to serve with him, but also to involve her deeply in the many preparations he had been making in recent weeks in anticipation of his own nomination. And we are doubly fortunate that Kay Graham and Bill Marcil are both knowledgeable and available now to provide us continuity and leadership in this tragic transition time.

"The Nominating Committee has found enthusiastic support for these new nominations and gratifying expressions of help and assistance for the prospective new officers from throughout the membership," Smith, publisher of the Alexandria (La.) Daily Town Talk, said.

"And I have every confidence that they will continue to lead in the progressive, balanced and sound way that Len Small epitomized. I will strongly urge their election," he added.

"As I told his Kankakee colleagues and friends on the day of his death," Mrs. Graham said, "Len Small's passing just laid our whole business low because he was so much admired and loved. Bill Marcil and I had so much looked forward to working with him over the next two years that it is extraordinarily difficult for us to contemplate going on without him. Yet we know that we must; and we will, if elected, lead ANPA vigorously toward the goals we all shared with Len.

"And I know that in whatever tasks we confront we will be enriched and strengthened by the example and the memory of this good man who admonished us so calmly but firmly to act always to 'advance the cause of a free press.'"

Mrs. Graham noted that, if elected, she would follow Len Small's announced plan to appoint retiring Chairman and President Allen H. Neuharth chairman of the Executive Committee of the Board of Directors.

Mrs. Graham is chairman of The Washington Post Co. Marcil is publisher of The Forum, Fargo, N.D. Johnson is president of The Houston Chronicle. Soldwedel is publisher and manager of the Yuma (Ariz.) Daily Sun. Neuharth is chairman and president of Gannett Co. Inc. Small was president of Small Newspapers Inc. and publisher of The Daily Journal, Kankakee, Ill.

In addition to the officer nominations, the membership at the Convention will act upon previously announced nominations for the re-election of five sitting directors and for the election of six new directors. Six directors' terms do not expire this year.

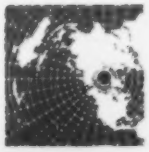
After April's election there will be 21 directors; under the Association's By-laws, the number of directors may range from 16 to 22. □

Katharine Graham

William C. Marcil

Donald N. Soldwedel

Richard J. V. Johnson



Kurt Waldheim, other headliners to address Honolulu Convention

United Nations Secretary-General Kurt Waldheim, who has been active in negotiations to free the American hostages in Iran, heads the list of guest speakers for ANPA's 94th Annual Convention April 21-23 at the Sheraton Waikiki in Honolulu.

"This year's gathering of American and Canadian newspaper publishers will focus on world news for the '80s," ANPA Chairman and President Allen H. Neuharth said in announcing Waldheim's appearance.

"The unique place Secretary-General Waldheim has in the world news front and particularly his important role in dealing with the hostage crisis in Iran will give special significance to his overview of world affairs," Neuharth said.

Other headliners scheduled to speak during the three-day Convention include:

- Philippines President Ferdinand E. Marcos
- Former Federal Communications Commission Chairman Richard E. Wiley
- Atlantic Richfield Co. President Thornton Bradshaw
- Robert Anders, the U.S. Embassy official who escaped from Iran with the help of the Canadians, and former Canadian Ambassador to Iran Kenneth Taylor, who engineered that escape
- Dorothea Moorefield, the wife of one of the 50 hostages
- Former Ambassador and Congresswoman Clare Booth Luce
- American Bar Association President Leonard S. Janofsky
- Singer-political activist Joan Baez

U.S. Ambassador to the United Nations Donald McHenry is listed as a possible Convention speaker.

The Convention, which will be ANPA's first outside mainland North America, is expected to attract about 2,000 newspaper executives and their families. This would be the third highest attendance in ANPA history, and only slightly fewer than the record 2,241 for last year's Convention in New York City.

To enhance unstructured meetings and discussions, no program sessions will be conducted in the afternoons.

Hawaii Gov. George R. Ariyoshi will welcome the Convention to the islands at the **Monday** breakfast, followed by the keynote address by Chairman and President Neuharth.

Following Neuharth at the breakfast session, Times Mirror Co. Vice Chairman Otis Chandler will moderate a panel of Olympic athletes and officials on "The Olympic Games—Do Sports and Politics Mix?"

Philippines President Marcos will address Monday's Associated Press Luncheon.

On **Tuesday**, the Circulation Group Discussion and the Give-and-Take, Topic-Table Discussion will feature the ABA's Janofsky, former FCC Chairman Wiley, Atlantic Richfield's Bradshaw, a number of newspaper executives and Charles A. Meyer, senior vice president for alternate delivery systems of Sears, Roebuck & Co. Topics will include energy conservation, fuel alternatives, alternate delivery systems, fiscal management, telecommunications, survey research for small newspapers and the First Amendment.

The Newspaper Advertising Bureau's Convention-week meeting and the United Press International Luncheon will follow.

On Tuesday night, the ANPA Dinner/Dance-Family Show will feature a 10-course "Chinese Banquet," with entertainment provided by Peter Duchin and his Orchestra and "Best of Hawaii," a production with nearly 200 of the islands' leading performers.

Wednesday's General Session Breakfast will focus on the impact of media coverage on the Iranian situation. Speakers will include U.S. diplomat Anders; former Canadian Ambassador Taylor; and Moorefield, wife of one of the Americans being held hostage at the U.S. Embassy in Tehran.

Folk singer Baez will discuss the problem of refugees in Cambodia and other parts of the world.

The ANPA Annual Meeting will be held between the two Wednesday General Sessions.

Kurt Waldheim

Waldheim's speech will come at the Wednesday Luncheon, the closing event of the Convention.

All meetings except Topic-Table Discussions on Tuesday will be taped by Mediascope of Atlanta. Tapes will be available for purchase at the Convention or by mail order.

For general Convention information, call Thomas C. Fichter at The Newspaper Center, (703) 620-9500; for specific details on meal functions call Harry Edwards at the same number, extension 258; for registration call Tony Novello, extension 259; or for housing, call Edward Ryan or Kathy Kwock, (202) 659-9555. □

Notice of Annual Meeting of Members of ANPA, Incorporated

Notice is hereby given by the Secretary of the Association, William C. Marcil, that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at the Sheraton Waikiki Hotel, Honolulu, Hawaii, on April 23, 1980, at 9:30 a.m. for the purpose of electing Officers and Directors and to transact such other business as may properly come before the meeting.

Honolulu beckons ANPA, 'Aloha!'

By Philip T. Gialanella

One wintry Hawaiian day a couple decades ago, The Honolulu Star-Bulletin ran a red, banner headline in its afternoon editions: "Record cold wave." The reason for the excitement: The night before the temperature had dropped to 53 degrees. That for us was arctic weather, the coldest ever recorded in our trade-wind-wafted islands.

If you're coming here for the ANPA Convention April 21-23—and I hope you are—you won't shiver as we did during our cold wave. The average temperature during your visit will be 75 degrees. Our weather is so predictable that I'll go out on a limb and say you'll have sunny skies throughout your stay. (Look around after your arrival and you'll note that our houses have no chimneys. We don't need them.)

Philip T. Gialanella

Many in ANPA have visited Hawaii before and know what to expect. Those who haven't will find Hawaii a place of striking contrasts. Honolulu is a major American city, population 630,000. As your jet glides low for a landing, you'll see skyscrapers not unlike those of lower Manhattan. Looming behind them, however, will be the loveliest mountains you've ever seen. These are the steep, green Koolaus, the spine of the island of Oahu. Beyond those mountains, on what we call the windward side, is some of the lushest, unspoiled tropical scenery anywhere in the world.

This is only one of the contrasts awaiting you. You'll be enchanted by our people. They are of all colors and all races, yet they blend together and live together, setting an example for the rest of the world.

Gialanella is publisher of The Honolulu Star-Bulletin and chairman of the ANPA Convention Arrangements Committee.

Lining the oceanfront are four of the ANPA Convention hotels: Sheraton Waikiki (1), Royal Hawaiian (2), SurfRider (3) and Hyatt Regency (4). The fifth, Kahala Hilton, is five miles away.

The English you hear may take careful listening at first. Captain Cook brought in his king's version, but there followed more than a century in which the Hawaiian kings and their people made a few changes. (We are, incidentally, the only U.S. city with a royal palace. Iolani Palace is now in the final stages of restoration and worth a visit.)

Many Hawaiian words are in everyday use. It's a good idea for visitors to know what a few of them mean and how to pronounce them. Hawaiian is an unaccented language. Give each syllable equal stress and you'll be safe. Here's your vocabulary:

- **Aloha:** You know how to pronounce it. It means hello, welcome, goodbye, good luck and a number of other nice things.
- **Mahalo** (mah-hah-low): Thank you
- **Pau** (pow): finished
- **Luau** (loo-wow): A Hawaiian feast, and not to be confused with **Lua** (loo-wa), a restroom.
- **Kane** (kah-nay): a man; and **Wahine** (wah-hee-nay): a woman—both important because they're often on restroom doors.
- **Puka** (poo-kah): An often-used word meaning hole or space.

For getting around, you'll find these directional words in common use:

- **Mauka** (maoo-kah): Toward the mountains
- **Makai** (mah-kye): Toward the sea
- **Ewa** (eh-vah): Toward the town of Ewa on the west end of the island
- **Waikiki** (why-kee-kee): Your resort area and anything in that direction
- **Kokohead** (ko-ko-head): The easternmost end of the island and anything in that direction.

Now, with geography, people and language out of the way, here are what may be some helpful hints for Convention visitors:

Convention hotels

The Sheraton Waikiki, the Convention center, is in the heart of Waikiki.

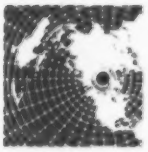
The Royal Hawaiian and the SurfRider are in the same Sheraton beach-front complex, both within a minute of Convention center.

The Hyatt Regency is a five-minute walk away.

The Kahala Hilton is about five miles away but connected by shuttle bus.

Clothing

Summer wear will be all you'll need, though milady may want a light wrap for evening.



We are informal. Attorneys, brokers and bankers wear suits and ties. It's "aloha attire" at work and play for most of us.

One or two restaurants may require coat and tie for dinner. Inquire when you make reservations. Only the supercautious need bring raincoats. Our rain in April is confined to what we call "mauka showers," misty sprinkles that blow down from the mountains and do little more than generate many rainbows.

Getting around

ANPA has distributed maps to all member-newspaper executives. You'll find the same maps in the Dining Out tabloid section of the Sunday Star-Bulletin & Advertiser.

If you rent a car, ask for the rental agency's map, as well. When driving in the city, avoid our rush hours whenever possible: 7:30 to 9 a.m. and 4:30 to 6 p.m.

City buses are good. The fare is 50 cents—and for that price you can, if you wish, ride all the way around the island, more than 100 miles. Ask your hotel service desk for a bus schedule.

Taxis cost a dollar to get started and 20 cents for each fifth of a mile. Cab fare from airport to Waikiki is about $12. Limousine service is less than half that.

Shopping, dining

Shop with confidence in the larger stores. There are branches of these in the Convention hotels, and prices are uniform.

Shop with discretion in the smaller sidewalk places that abound in Waikiki.

There are also two major shopping centers. Biggest in the islands is Ala Moana Center; it's a 20-minute walk "Ewa" from Waikiki, or about $3.50 by cab. A mile further "Ewa" is Ward Warehouse, a smaller center with many interesting specialty shops.

There are 22 restaurants in the five Convention hotels. The Sunday paper's Dining Out section lists 174 eating places offering a wide range of prices, service and cuisines.

Only a few serve "real" Hawaiian food, but this takes a little getting used to in any case. For example, poi, a Hawaiian staple, is a finger-dip concoction prepared from the taro plant and served at luaus. It is the consistency of paste and, some detractors say, tastes like paste.

Otherwise, you can dine in high style or, more interestingly, enjoy a simple meal served family style. You can find Japanese, Chinese, Korean, Manchurian and continental food. Your best bet is to find somebody from Honolulu and ask his advice.

Sports

Sorry to say, the famed Waialae **golf** course, scene of the annual Hawaiian Open, is a private club adjoining the Kahala Hilton Hotel. To play there you must be invited by a member. But golfers will have no trouble getting starting times at:

Hawaii Kai: At the Kokohead end of the island, about 15 miles from Waikiki.

Pearl Country Club: Ten miles "Ewa" from Waikiki, overlooking Pearl Harbor.

Maunalua: About eight miles "Ewa" from Waikiki. Its nine holes are the oldest west of the Rockies.

Makaha: A 35-mile drive to the western shore of the island. It has two 18-hole courses.

Kuilima: Thirty-five miles up on the North Shore, but it's a beautiful drive to get there.

No **tennis** courts are available at the Convention hotels, but activities desks can assist with arrangements to play on a number of courts within easy cab distance.

Concessions along Waikiki beach rent very small **boats.** But even if you consider yourself an accomplished seaman, stay well inshore and watch the reefs. The Coast Guard is kept busy rescuing nautically minded visitors.

Tours

Hundreds of tours and excursions on Oahu and the Neighbor Islands are available.

If you have not made advance arrangements, don't worry. Our tourism people predict that April will not be a heavy month for visitors. (The American Bar Association convention in July will bring in 16 times as many guests as will ANPA.) You'll probably be able to make tour arrangements after you arrive. Your hotel activities desk will assist.

The easy visitor situation also will apply on Hawaii's outlying islands. Hotels on all are excellent. All inter-island travel is by air these days.

Our two airlines (safest in the world with never a fatality) run virtually a shuttle-bus service.

Maui, the Valley Isle, is 30 minutes and $32 away (one way) and is served by 47 flights daily.

Kauai, the Garden Isle, is also 30 minutes and $32 away, served by 33 flights daily.

Hawaii, the Big Island of the volcanoes, is 40 minutes and $38 to $42 away, depending on where you land, and is served by 38 flights a day.

For a whirlwind, all-day look at *all* our islands, call Panorama Air Tours. For $147 they'll fly you to Maui for a bus tour and lunch at a hotel. You'll then fly to the Kailua-Kona resort on the Big Island. Late in the afternoon you'll fly to Kauai for a boat ride up the Waialua River to its fern grotto. The tour lasts from 6 a.m. to 6 p.m. I haven't taken it, friends who have say it's a long, long day but worth it.

Some words of caution

Even in this land of Aloha, we have some bad actors.

If you rent a car, lock it completely every time you leave it, even briefly. Leave nothing of value inside.

Leave nothing of value untended, even momentarily, on the beach.

On Kalakaua Avenue in Waikiki, the pedicabs may strike you as glamorous, but leave the riding to others. We've received a number of complaints about the rates that are charged.

And finally, remember that except for those of you living in the southernmost reaches of the Sun Belt of the "48," you will arrive in Hawaii wintry white. Use suntan lotion liberally whenever you're in swimming attire.

As a rather bad Hawaiian poet put it:

Oh, sore is the man
who seeks a fast tan
but lets eagerness
go to his head.

He has lots of fun
in Hawaii's hot sun
and goes home
All blistering red. □

ANPA to cosponsor seminar on estate planning

ANPA will cosponsor a special single-subject seminar on estate planning for closely-held, family-owned newspapers Nov. 12-13 at the Fairmont Hotel in Philadelphia.

Cosponsoring the seminar with ANPA will be the Pennsylvania Newspaper Publishers Association and the New Jersey Press Association.

Len R. Small, publisher and editor of The Daily Dispatch of Moline, Ill., and Cecil B. Highland Jr., publisher and general manager of the Exponent and Telegram of Clarksburg, W.Va., are seminar co-chairmen.

The seminar is consistent with last year's recommendation by the former ANPA Tax Law Task Force that the Association develop programs to acquaint members with the need for, and the techniques of, estate planning [**presstime**, November, page 25].

Small explained that current economic and marketplace conditions make the seminar an important and timely one for owners of closely-held, family-owned newspapers. "The combination of inflation and the demand for newspapers has caused a potential increase in the value of their stock and, subsequently, their tax liability for estate tax purposes to the point where it jeopardizes their ability to pay the taxes and keep the business in the family," he said.

The seminar will offer "both theoretical and practical advice on how to cope with this and how to plan so that a family that wants to retain a newspaper won't have to sell out in order to pay taxes," Small said.

"Every family-owned newspaper not a member of a chain ought to be interested and ought to send representatives," said Highland. "Not merely the executive officers, but also the legal and financial advisors and family members—spouses, sons or daughters—ought to have much to learn and to apply from the information we expect to provide."

Instructors will be Roy M. Cochburn, vice president of Management Planning Inc., Princeton, N.J., and Donald C. Meyer, former secretary and general counsel to Speidel Newspapers Inc. and a consultant on tax and estate planning matters.

For registration information contact Stephen E. Palmedo, ANPA manager/training services at The Newspaper Center in Reston. □

Program in brief—94th Annual ANPA Convention, Sheraton Waikiki, Honolulu

Saturday, April 19
From 1 p.m.: Registration, Lounge area, Convention floor

Sunday, April 20
From 7 a.m.: Registration, Lounge area, Convention floor

Monday, April 21
7 a.m.: Eye Opener (courtesy of Editor & Publisher), Lounge
7:30 a.m.: ANPA Convention Keynote Breakfast and General Session, Maui and Molokai rooms
10:30 a.m.: Associated Press meeting, Kauai Room
Noon: AP Reception, Lounge
1 p.m.: AP Reception and Luncheon, Lanai, Maui and Molokai rooms

Tuesday, April 22
7 a.m.: Continental breakfast, Lounge area
7:30 a.m.: ANPA Circulation Group Discussion sessions, Lanai Room (under-20,000 circulation), Maui Room (20,000-75,000 circulation) and Molokai Room (over-75,000 circulation)
10 a.m.: Give-and-Take, Topic-Table Discussions, Ewa, Honolulu, Kahaku, Oahu, Waialua, Waianae and Historical rooms
11:30 a.m.: Newspaper Advertising Bureau presentation, Kauai Room
1 p.m.: United Press International Reception and Luncheon, Lanai, Maui and Molokai rooms
6 p.m.: Reception, ANPA Dinner/Dance-Family Show, Hawaii Ballroom

Wednesday, April 23
7 a.m.: Eye Opener (courtesy of The Honolulu Advertiser and Honolulu Star-Bulletin), Lounge
7:30 a.m.: ANPA General Session Breakfast, Maui and Molokai rooms
9:30 a.m.: ANPA Annual Meeting, including election of Officers and Directors, Kauai Room
10:15 a.m.: ANPA General Session, Kauai Room
1:00 p.m.: Cash-bar reception, Lounge
1:30 p.m.: ANPA Luncheon, Lanai, Maui and Molokai rooms

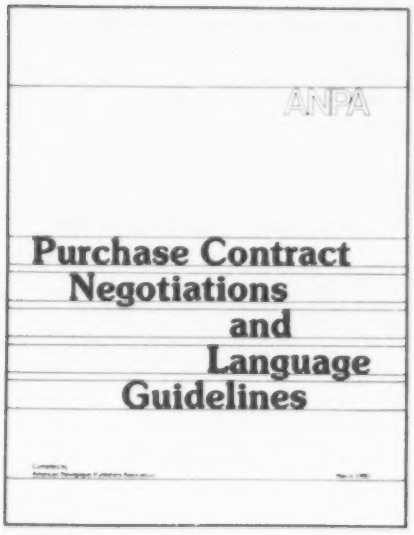
Discussing Convention arrangements are (from left) Chairman and President Allen H. Neuharth, Treasurer Katharine Graham and General Manager Jerry W. Friedheim

Board group to visit China

The ANPA Board of Directors has accepted an invitation from the Chinese People's Association for Friendship with Foreign Countries to visit the People's Republic of China.

The 12 to 16-day visit will focus on the communications media of China.

The group will leave Honolulu April 24 following the ANPA Annual Convention. The itinerary will include Beijing (Peking), Shanghai, Suzhou (Soochow), Guangzhou (Canton), Huhhot (Huehot) and Xi'an (Sian). The directors will meet with Chinese press officials, including representatives of The People's Daily, China's national newspaper; Xinhua, its news agency; and other media officials. □

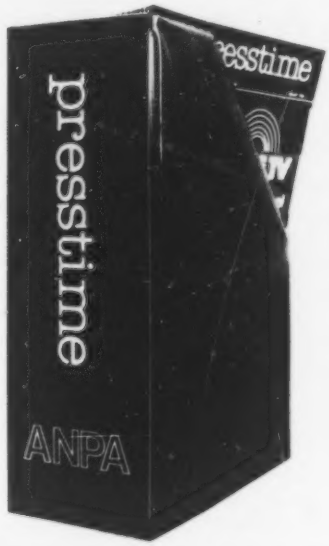


New ANPA booklet by staff attorney L. Peyton Hendricks has been sent to member newspapers. Extra copies are $10 each.

Burke honored

Robert L. Burke, ANPA director/readership and training, has been awarded the University of Alabama School of Communication's outstanding alumni award for journalism.

Burke received a master's degree in journalism from the university in 1964. □



Vinyl-covered, hard-backed publication holders for **presstime** magazine are available from ANPA for $7.50 each.

The cases—in the blue and white ANPA colors and with the word "**presstime**" printed on front and back—will hold approximately 24 copies of the magazine.

To order, send a check to ANPA, care of "**presstime** holders," Box 17407, Dulles International Airport, Washington, D.C. 20041.

Membership analysis

Newspapers with circulation of 50,000 and under make up 77.6 percent of ANPA's total membership, according to the Association's latest membership analysis.

The highest concentration of membership is in the 10,000-to-25,000 circulation range, 32.9 percent (440 newspapers); the 25,000-to-50,000 category has 20.9 percent (286); and the under-10,000 group has 24.6 percent (338).

Newspapers with circulation ranging between 50,000 and 100,000 comprise 11.4 percent of the membership (157 newspapers); 100,000 to 250,000, 8.0 percent (109); 250,000 to 500,000, 2.1 percent (29); and over 500,000, .9 percent (13). □

New members

The Laredo News

Laredo, Texas (circulation 17,270), Raul Perales, publisher.

The Sonoma Index-Tribune

Sonoma, Calif. (circulation 8,750), Robert M. Lynch, publisher.

The Times and Democrat

Orangesburg, S.C. (circulation 15,067), Dean B. Livingston, publisher.

WEEKEND BIG RED

New York City (circulation 32,402), William E. Underwood, publisher.

Cashau appointed

George Cashau, who has been on the ANPA Research Institute staff for more than 23 years, has been named coordinator of operations at the Easton, Pa., facility.

Currently production engineer and environmental coordinator at ANPA/RI, Cashau is a graduate of Lafayette College with a bachelor's degree in mechanical engineering. He also has had training in chemical engineering and chemical analysis. □

George Cashau

Consumption continues to climb

In January and February of this year, the United States consumed more newsprint, and mills in North America worked at higher rates to produce it, than during the first two months last year, according to statistical analysis by the ANPA Newsprint/Traffic Department.

In February, all U.S. users consumed 791,000 metric tons of newsprint, an increase of 2.9 percent over February 1979. The entire increase may be attributable to the extra "leap year" day of February 1980, the department said.

Consumption by U.S. daily newspapers, however, showed a more substantial jump of nearly 5 percent in February compared to February 1979. Usage was 613,438 metric tons.

In January, estimated newsprint consumption of all U.S. users was 789,000 metric tons, an increase of 1.5 percent over January 1979.

Of that total, 608,137 metric tons—more than 77 percent—were consumed by U.S. daily newspapers, an increase of 2.1 percent over a year ago. There were four Sundays in January in each year.

The new report is the first in which consumption figures are stated solely in metric tons. ANPA, upon the recommendation of the Newsprint Committee and subsequent approval by the Board of Directors, converted to metric in cooperation with the American Paper Institute and the Canadian Pulp and Paper Association.

A metric ton is approximately 10-percent heavier than a short ton and equals 2,204.6 pounds; a short ton is equivalent to 2,000 pounds.

In addition, beginning with January figures, ANPA changed its method of computing U.S. publishers' stocks. In figuring days' supply of newsprint available for use in the next month, ANPA has taken into consideration the coming month's pattern of consumption.

For instance, knowing that newsprint use traditionally increases in February, consumption was estimated for that month and factored into the amount of newsprint reported on hand and in transit at the end of January. In previous years, publishers' stocks at the end of January were computed on the basis of January consumption alone.

This kind of seasonally adjusted projection is a better indicator of how long stocks will last in the month ahead, said ANPA Newsprint/Traffic Department Manager Joseph F. Prendergast Jr.

U.S. publishers' stocks increased to 36 days at the end of February, up from 34 days the month before.

During the first two months of this year, Canadian mills produced at 100 percent of capacity, compared to 96 percent in January and 97 percent in February of last year.

U.S. mills' operating rate in January was 94.9 percent, up from 94 percent in January 1979, and climbed to 97.1 percent in February, which compares to 93 percent in February 1979. □

January, February newsprint statistics

Estimated consumption of all U.S. daily newspapers[1] (metric tons)

Region	January 1980	January 1979	% Change
Northeast	146,335	146,885	- 0.4
North Central	144,124	142,549	+ 1.1
South	182,261	176,506	+ 3.3
West	135,417	129,665	+ 4.4
Circulation size			
0-25,000	51,021	52,491	- 2.8
25,001-100,000	103,526	102,530	+ 1.0
over 100,000	453,590	440,584	+ 3.0
January totals	608,137	595,605	+ 2.1

Region	February 1980	February 1979	% Change
Northeast	149,276	141,243	+ 5.7
North Central	143,036	144,017	- 0.7
South	184,826	175,617	+ 5.2
West	136,300	125,367	+ 8.7
Circulation size			
0-25,000	50,510	50,551	- 0.1
25,001-100,000	104,009	99,452	+ 4.6
over 100,000	458,919	436,241	+ 5.2
February totals	613,438(p)	586,244	+ 4.6
Two-month totals	1,221,575(p)	1,181,849	+ 3.4

[1] Based on stratified data from ANPA member newspapers in statistical sample

Estimated consumption of all U.S. users (metric tons)

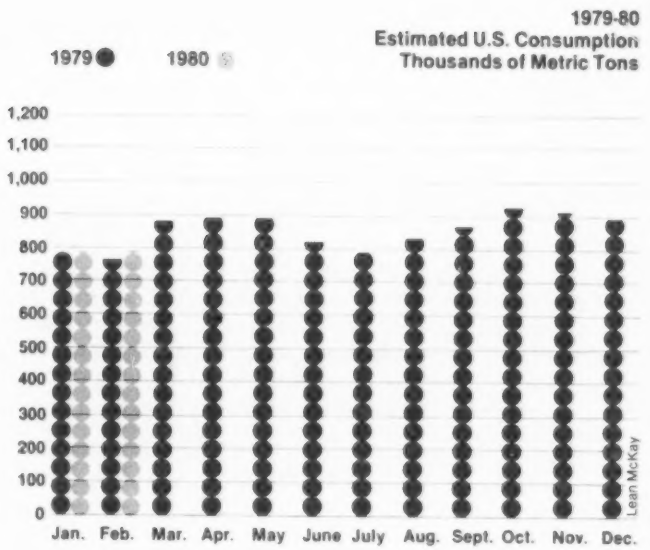
	1979	1978	% Change
November totals	908,000(r)	923,000	- 1.6(r)
Eleven-month totals	9,313,000(r)	8,968,000	+ 3.8(r)
December totals	884,000(r)	896,000	- 1.3(r)
Twelve-month totals	10,197,000(r)	9,864,000	+ 3.4(r)
	1980	**1979**	**% Change**
January totals	789,000(p)	777,000	+ 1.5(p)
February totals	791,000(p)	769,000	+ 2.9
Two-month totals	1,580,000(p)	1,546,000	+ 2.2

Production (metric tons)

	Canada	U.S.A.	North America
January 1980	777,012	340,736	1,117,748
January 1979	753,394(r)	286,082(r)	1,039,476(r)
Increase or decrease	+ 23,618	+ 54,654	+ 78,272
	+ 3.1%	+ 19.1%	+ 7.5%
February 1980	737,938	333,480	1,071,418
February 1979	684,580	279,893	964,273
Increase or decrease	+ 53,358	+ 53,787	+ 107,145
	+ 7.8%	+ 19.2%	+ 11.1%
Two months 1980	1,514,950	674,216	2,189,166
Two months 1979	1,437,974	585,775	2,003,749
Increase or decrease	+ 76,976	+ 108,441	+ 185,417
	+ 5.4%	+ 19.2%	+ 9.3%

Shipments (metric tons)

From Canadian mills	U.S.A.	Canada	Export	Total
January 1980	527,087	80,655	119,481	727,223
January 1979	526,651(r)	76,567(r)	106,503	709,721(r)
From U.S. mills				
January 1980	323,512	----	10,934	334,446
January 1979	275,908(r)	----	10,142	286,050(r)
From North American mills				
January 1980	850,599	80,655	130,415	1,061,669
January 1979	802,559(r)	76,567(r)	116,645	995,771(r)
From Canadian mills				
February 1980	537,071	79,897	127,225	744,193
February 1979	508,352	72,259	81,443	662,054
Two months 1980	1,064,158	160,552	246,706	1,471,416
Two months 1979	1,035,003	148,826	187,946	1,371,775
From U.S. mills				
February 1980	321,740	----	11,543	333,283
February 1979	275,166	----	2,894	278,060
Two months 1980	645,252	----	22,477	667,729
Two months 1979	551,074	----	13,036	564,110
From North American mills				
February 1980	858,811	79,897	138,768	1,077,476
February 1979	783,518	72,259	84,337	940,114
Two months 1980	1,709,410	160,552	269,183	2,139,145
Two months 1979	1,586,077	148,826	200,982	1,935,885



January and February 1980 figures are preliminary.
November and December 1979 figures are revised.

Stocks (metric tons)

U.S. publishers[2]		(Days' supply on hand	(Days' supply) in transit
January 1980	616,877	28	6
January 1979	639,723	27	9
Canadian mills			
January 1980	211,485	--	--
January 1979	228,389	--	--
U.S. mills			
January 1980	22,621	--	--
January 1979	20,266	--	--
U.S. publishers[2] (p)			
February 1980	665,559	29	7
February 1979	646,379	26	9
Canadian mills			
February 1980	205,230	--	--
February 1979	250,799	--	--
U.S. mills			
February 1980	22,818	--	--
February 1979	21,899	--	--

[2]Represents stocks of ANPA-member newspapers in statistical sample

Contract talks set April 9

Contract negotiations will begin April 9 between the Canadian Paperworkers Union and newsprint mills in eastern and central Canada.

Current contracts are scheduled to expire at 33 Canadian mills this year—most of them on April 30 [**presstime**, February, page 50]. □

International Paper Co. to sell newsprint by area, not weight

International Paper Sales Co. Inc. of Montreal July 1 will start selling newsprint by "area" instead of weight.

"It is a much more precise way of calculating the price of newsprint," company President J. Hugh Whalen said. "Buying paper by weight has always meant fluctuations in costs due to basis weight variations. Now the purchaser . . . will be invoiced only for the exact area he receives, and he will be able to calculate precisely how many copies he should be producing" per newsprint roll.

Also under the new invoice system called "Area Measurement—M^2," the customer no longer will pay for the newsprint core and wrapper, the company said. The traditional metric-ton price will be shown as well as the newer area price, and customers will not have to change ordering methods when the new system takes effect, a spokesman added.

International Paper already has equipped its newsprint winders with the electronic counters which will measure the length of each roll produced. □

Four more companies to increase prices on May 1 to $435-$456 per metric ton

Four newsprint companies have followed the lead of seven others and announced newsprint price increases [**presstime**, March, page 48].

They are as follows:

Company		Current price	New price	Effective date
Boise Cascade Corp.	U.S.	$413 metric ton	$440 metric ton	May 1
Boise Cascade Canada Ltd.	U.S.	$413 metric ton	$440 metric ton	May 1
	Ontario, Manitoba	$408 metric ton	$435 metric ton	May 1
Crown Zellerbach Canada Ltd.	Western U.S.	$413 metric ton	$440 metric ton	May 1
	Vancouver Island, lower mainland	$408 metric ton	$440 metric ton	May 1
	Interior British Columbia, Alberta	$424 metric ton	$456 metric ton	May 1
Crown Zellerbach Corp.	U.S.	$413 metric ton	$440 metric ton	May 1

Newsprint notes

Newspapers which receive their newsprint by rail but lack rail sidings are reminded that in areas east of the Rocky Mountains, railroads generally provide free delivery from public delivery tracks to newspaper plants. In lieu of free delivery, an allowance of up to $2.50 per ton is made to newspapers which perform delivery at their own expense. For newspapers with private sidings, railroads generally provide an unloading allowance of 50 cents per ton. There are exceptions to both the **off-track and on-track allowances.** Publishers desiring information for their area should contact ANPA's Newsprint/Traffic Department, The Newspaper Center.

•••

Ontario Paper Co. Ltd. has announced a $260 million (Canadian) modernization and expansion program at its Thorold, Ontario, newsprint mill that will make it the first manufacturer in Canada to recycle newsprint. A de-inking plant included in the program will process 90,000 metric tons of waste newspapers annually. When completed in 1983, the project will increase capacity by 23,500 metric tons. The company said it will receive incentive grants of $18.6 million from the Ontario government and $9 million from the Canadian government.

•••

Consolidated-Bathurst Inc. will invest $32.4 million (Canadian) over the next 30 months in a project to speed up a paper machine at its Belgo Division mill in Shawinigan, Quebec, the company said. With some $30 million already allocated to mill modernization, total investment at Belgo will increase to about $62 million. Because of market demand, the company will switch production on the machine from letterpress to offset newsprint. Scheduled for completion in July, 1982, the project will raise the Belgo mill's annual newsprint capacity by 36,000 metric tons.

•••

Consolidated-Bathurst's newsprint mill in Ville de la Baie, Quebec, is the first in Canada to operate three twin-wire, wet-end formers. The mill's capacity will be around 326,000 metric tons during the early part of this decade when the Beloit Bel Baie II addition to the machine is running at a stable rate.

•••

The British Columbia cabinet has approved a plan to phase out **Ocean Falls Corp.'s** newsprint mill in Ocean Falls by June 1. An official of B.C. Cellulose, the government holding company for the mill, said the plant lost $8 million (Canadian) in 1979. The woodroom will be renovated to produce chips and logs in an attempt to establish a wood base on the northern British Columbia coast for a kraft pulp mill, he said. The provincial government has operated the mill since 1973.

•••

Noranda Mines Ltd. has acquired 98.5 percent of outstanding shares of **Maclaren Power & Paper Co.** in a deal valued at more than $240 million (Canadian). Maclaren is a newsprint, pulp and wood products company based in Buckingham, Quebec. The acquisition represents Noranda's first pulp and paper venture in central Canada and its initial entry into the newsprint and hardwood kraft pulp business.

•••

British Columbia Resources Investment Corp. said it has agreed to purchase a 13.4-percent interest in **MacMillan Bloedel Ltd.** from Canadian Pacific Investments Ltd. for $99.7 million. The company, formerly an agency of the British Columbia government, has been studying an investment strategy since it went public last year.

•••

British Columbia Forest Products Ltd. was the successful bidder for the assets of Elk River Timber Co. Ltd., a British Columbia logging company that owns about 100,000 acres of timberland on Vancouver Island. Closing is expected in the second quarter of this year. Elk River Timber currently is owned by Scott Paper Co. (two-thirds) and Crown Zellerbach Canada Ltd. (one-third). BCFP plans to continue Elk River Timber operations as part of its Logging Division and to increase log production from the timberland. □

Equipment for sale

Two Compugraphic Videosetter I's, include spare parts kit, spare reader, one Sans no. 1 and two News no. 6 grids; any reasonable offer accepted. Contact Rod Abare, Watertown Daily Times, Watertown, N.Y., 13601; (315) 782-1000.

Letterflex I System, complete with plate punch and bender, machine no. 49; excellent for backup. Also, five-unit Scott press, with two color humps, portable color fountains, ink suppression system, double 3:2 folder, 22-3/4 cut off and Cline tension reels; will sell complete or will sell parts. Equipment may be seen in operation any day; available after May 15. Contact Dan Kirkovich, The Macomb Daily, P.O. Box 707, Mount Clemens, Mich. 48043; (313) 469-4510.

Digital TMS-8 system: two DecSet 8000 computers with four RKO5 drives each; two line printers, two DecWriter consoles and all necessary ancillary equipment; will include 25 spare RKO5 disk packs, eight paper tape readers and two BRPE punches; DEC maintained and system currently operating. Also, two VDT-20 subsystems with RKO5 controllers, four VDTs. Contact W. F. Sykes or Steve Holbrook, News-Press Publishing Co., P.O. Drawer NN, Santa Barbara, Calif. 93102; (805) 966-3911.

Disk guard for Photon Mark I to IV non-segmented Disc, protects matrix from scratches when removing disc and installing disc, made of clear plexiglass, price $10.95 plus postage and handling. Contact C. W. Boyer, The Trentonian, P.O. Box 231, Trenton, N.J. 08602.

Robertson 432 MK II vertical camera, two years old, like new, used as backup (actual use one month); maximum image—18" x 22"; minimum film—20" x 24"; maximum copy size—20" x 24"; standard lens, 2x reduction and enlargement; auxiliary lens, 5x reduction and enlargement; electric solenoid shutters; lighting—four 500-watt quartz, no-paque backlight, timer for main light, timer for no-paque; ground glass. Contact Cecil Flowers, director of operations, or Rondle DeLoach, camera/press superintendent, The Jackson Sun, P.O. Box 1059, Jackson, Tenn. 38301; (901) 427-3333.

Equipment wanted

One used Versatec printer, model 1250 or 1200. Contact Frank Terrio, Staten Island Advance, Staten Island, N.Y. 10305; (212) 981-1234.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, executive director, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

speeches

Eugene Patterson

Lawrence R. Fuller

Robert Greene

Ray Cave

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **Heart and Spleen.** Eugene Patterson, editor and president, St. Petersburg (Fla.) Times. University of Kansas, Lawrence, Feb. 8.
- **Changing to A.M.** Lawrence R. Fuller, publisher, Sioux Falls (S.D.) Argus-Leader. Inland Daily Press Association midwinter meeting, Phoenix, Ariz., March 4.
- **How to Make Newspapers Easier for National Advertisers to Buy.** Charles M. Kinsolving Jr., vice president, marketing planning, Newspaper Advertising Bureau. IDPA midwinter meeting, March 3.
- **Societal Responsibilities of the Press.** Robert Greene, assistant managing editor, Newsday, Long Island, N.Y. University of Iowa, Iowa City, March 8.
- **The American Foreign Correspondent.** Ray Cave, managing editor, Time magazine. Overseas Press Club, New York, Feb. 11.
- **The Newsprint Supply-Demand Picture.** Joseph F. Prendergast Jr., manager/newsprint and traffic, ANPA. Texas Daily Newspaper Association annual meeting, Laredo, March 4.
- **Productivity or a Fair and Equitable Distribution of Poverty.** Caleb S. Atwood, vice president, Management Center of the Southwest Inc., Houston. TDNA annual meeting, March 3.

From the Southern Newspaper Publishers Association Foundation seminar, Duke University, Durham, N.C., Jan. 6-9:

- **Changes in the Political System.** Philip Geyelin, editorial page editor emeritus, The Washington Post.
- **Why the Polls Were Wrong in 1980: Public Opinion and Election Coverage.** Robert Louis Stevenson, professor, School of Journalism, University of North Carolina.

From the Canadian Daily Newspaper Publishers Association "repro 14" meeting, Montreal, Feb. 29-March 1:

- **Presses and Processes.** L. John Rothwell, vice president, engineering and production, Southam Inc., Toronto.
- **Newscolour.** Cy Lane, assistant production manager, The Windsor (Ontario) Star.
- **Cost of Printing Color.** Ian Pittendreigh, platemaking and press manager, The London (Ontario) Free Press.
- **Separations by Scanner.** Howard Batten, president, Batten Graphics, Toronto.
- **The Muller Martini Inserter.** Raymond Jarry, sales manager, Sears, Verdun, Quebec.

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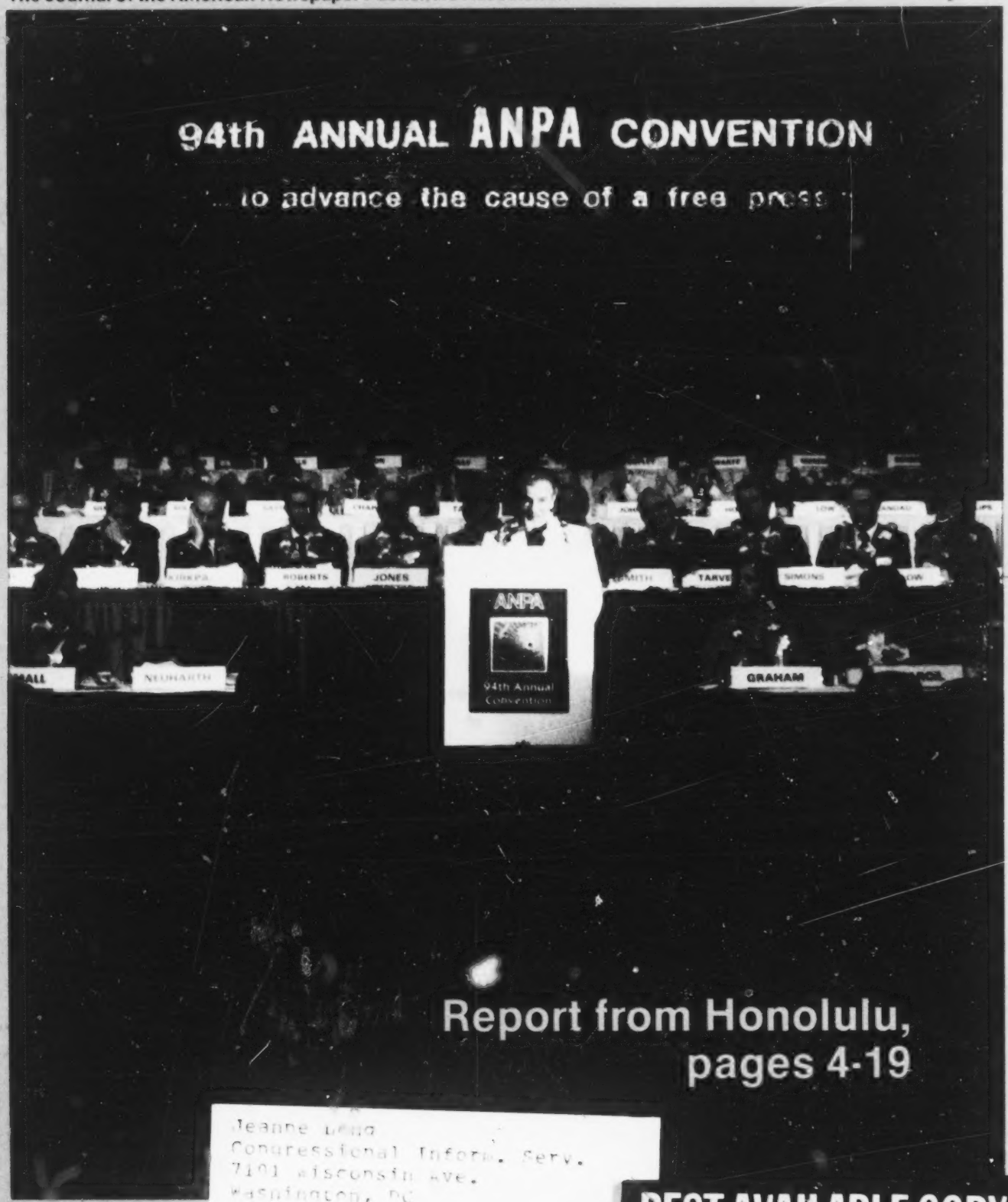
May 1980



Report from Honolulu, pages 4-19

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chairman's corner

Assessing ANPA's strengths, and how to make it stronger

I am deeply honored to be addressing you for the first time from the **chairman's corner**.

Katharine Graham

In thinking about this initial opportunity to speak to you directly, I recalled the guest column that my good friend Len Small wrote for **presstime** shortly before his tragic death.

He asked for your help, your thoughts, your suggestions in the shaping of this new magazine—in which Len, as chairman of the ANPA Editorial Advisory Committee, took a particular interest. Had Len lived to take on the responsibilities of chairman and president of ANPA, I know he would have come to you again for help.

I, even more than Len, need your assistance.

I truly believe that the strength of the ANPA lies in the collective wisdom and strength of the many participating executives from the more than 1,370 newspapers which belong to our Association. The increasing role that these executives have played in recent years in our Association's committees—shaping and directing a growing range of ANPA activities—has given this organization a new life and vitality.

As a result, the voice of ANPA—speaking out on behalf of a strong and free press—has never been louder or more respected. But as I now take up the challenge of maintaining the momentum established by Al Neuharth and his predecessors, I feel it is extremely important that more members become active in our Association.

It will be one of my goals, as chairman, to further strengthen ANPA's committee structure. This Association—with its outstanding professional staff—exists, after all, to serve our membership, and we can make it ever more responsive to the needs and desires of all.

I know I speak for Bill Marcil, who will work closely with me as vice chairman of ANPA, and Al Neuharth, who will remain a strong force in our Association as chairman of the Executive Committee, in issuing an open appeal to all ANPA members.

ANPA can best serve us if everyone contributes—not just time and talents, but of thoughts and ideas.

If you feel that ANPA should be doing something differently, write.

If you think that ANPA should be more active in some area, let us know.

This Association, as Len noted in this column in December, belongs to all of us. As he put it then, I put it now: "I invite you to help."

Kay Graham

Katharine Graham
Chairman and President

ANPA

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presstime*

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ANPA calendar back cover

94th Annual ANPA Convention, Sheraton Waikiki, Honolulu

It was billed as "The World of Headlines." But delegates to the 94th Annual ANPA Convention dug far behind the headlines, grabbed some of the most perplexing problems facing the world today, shook them and took a fresh look at what remained.

It was a convention likely to remain among the most memorable, not only because it was held in lush and beguiling Hawaii, off the mainland for the first time in ANPA's history, but even more because of the immediacy of the subjects examined.

Most publishers were still en route home—only hours since debating the Iranian situation—when they heard the first, numbing reports of the disastrous, failed attempt at rescuing the hostages. Still fresh in mind were the optimistic words of United Nations Secretary-General Kurt Waldheim that the hostage crisis would end well.

But Iran was not the only story to command center stage.

The Cambodian story also was told—that wrenching, "death-of-a-people" story.

The Philippines, Afghanistan, the plight of Soviet dissidents—these and more were explained to and studied by newspaper executives who showed by their avid attendance at all sessions that they know the world is ever-shrinking, that no subject is alien, that no trouble spot is far away.

World affairs, however, did not command all the attention. Whenever newspaper people get together, conversation turns to shop talk pretty quickly. This Convention was no exception.

Outgoing ANPA Chairman Allen H. Neuharth started it off early with his keynote address Monday morning, describing the state of the newspaper business in general and of ANPA more particularly.

While all of Tuesday's Circulation Group Discussion and subsequent roundtable sessions were well-attended and participation was high, certain subjects seemed to dominate. Reflective of what is happening in the business today, "cable TV" and "satellites" were terms heard most often. Energy concerns, specifically the potential for gasoline rationing, were not far behind.

But the topics were not too weighty or the Convention itself too busy to allow for some nice, human touches. One came quietly and unobtrusively during Wednesday morning's ANPA annual meeting when the slate of officers to head the Association for the next two years was nominated. Making the official "seconding" of the nomination motion was Jean Alice Small, widow of Len H. Small who, before his death in an auto accident March 10, was to have been nominated that day chairman and president of ANPA.

Earlier fears that the travel distance and expense involved in a Hawaii convention would keep down the crowd happily proved wrong. Registration for the April 21-23 Convention was 2,191, the second highest in ANPA history, outstripped only by the 2,241 who attended last year's in New York City. □

Single copies of the following ANPA Convention Week speeches are available from the Public Affairs Department at The Newspaper Center.

Monday, April 21

First General Session

- **Keynote address by ANPA Chairman and President Allen H. Neuharth,** chairman and president, Gannett Co. Inc.

Second General Session, "Olympics and Politics"

- **Remarks of Valentin M. Kamenev,** press counselor of the Soviet Embassy in Washington.

Associated Press Luncheon

- **The Third World Alternatives,** Philippine President Ferdinand E. Marcos.

Tuesday, April 22

Under 20,000 Circulation Group Discussion

- **Energy Management for Survival,** Paul Heichman, purchasing manager, Los Angeles Times.
- **Satellites/Telecommunications,** ANPA Vice President/Technical William D. Rinehart.

20,000 to 75,000 Circulation Group Discussion

- **The Reason for Basic Planning,** Lionel S. Jackson Jr., assistant publisher and executive vice president, Register Publishing Co. Inc., New Haven, Conn.
- **Financial Planning,** John H. O'Hearn, treasurer, Times Publishing Co., St. Petersburg, Fla.
- **Fiscal Analysis and Reporting,** Edward F. DeVoge, vice president and treasurer, Observer Publishing Co., Washington, Pa.

Over 75,000 Circulation Group Discussion

- **The Impact of Energy on Publishers in the '80s,** Thornton Bradshaw, president, Atlantic Richfield Co. (excerpts of text).
- **The New Media Challenges and Opportunities in the '80s,** former Federal Communications Commission Chairman Richard Wiley, Kirkland & Ellis, Washington, D.C.
- **A Free Press and the Courts in the '80s,** Leonard S. Janofsky, president, American Bar Association.
- **Information Delivery in the '80s,** Charles A. Meyer, senior vice president-public affairs, Sears, Roebuck and Co.

Newspaper Advertising Bureau annual meeting

- **Selling Newspapers in the '80s,** NAB President Jack Kauffman and NAB Executive Vice President and General Manager Leo Bogart.

United Press International Luncheon

- **Remarks of Roderick W. Beaton,** president and chief executive officer, UPI.
- **The Balance of Power: Three Views,** UPI Foreign News Editor Gerard Loughran, Peking correspondent Aline Mosby and Mexico City correspondent John F. Virtue.

Wednesday, April 23

Second General Session, "The View from Russia" and "Human Needs"

- **Remarks of Oleg Anichkin,** assistant manager of the International Information Department of the Soviet Communist Party's Central Committee.
- **Remarks of Tatyana Yankelevich** of Newton, Mass., stepdaughter of Soviet dissident Andrei Sakharov.
- **The Truth about the Philippines: an Appeal to the Publishers of America,** former Philippine Sen. Raul Manglapus.

ANPA Luncheon

- **The U.N. View,** United Nations Secretary-General Kurt Waldheim.

At left: Sandra Hardy, vice president of Calkins Newspapers, Levittown, Pa., and husband Charles get an aloha greeting at Waikiki.
(Photo by Margaret Genovese)

Cassette tapes of all ANPA Convention Week sessions *except* the Round Table "Give-and-Take" Discussions are available. For an order form, contact Mediascope, 3960 Peachtree Rd., NE, Atlanta, Ga. 30319; (404) 231-4777.

KAGAWARAN NG PANGULO NG PILIPINAS

The first day: April 21

- An assessment of the newspaper business . . .
- Discordant voices over the Olympic boycott . . .
- A world leader's unbending defense of his regime . . .
- Preparing to move to satellite transmission . . .

Newspapers never healthier, Neuharth says in keynote

Creation of the First Amendment insurance program for newspapers topped the list of ANPA accomplishments of the past year—a year which has left newspapers "more healthy, more vibrant, more diverse, more competitive" than ever before.

With that optimistic reading on the state of the newspaper business, outgoing ANPA Chairman and President Allen H. Neuharth launched the Convention.

In contrast to last year's keynote address, in which Neuharth delivered a ringing challenge to the press to marshal its forces in defense of the First Amendment, this year's version dealt more with how those challenges are being met, the current state of the industry, and a preview of the activities and concerns to be addressed during the three-day Honolulu meeting.

The First Amendment insurance program [**presstime**, February, page 52] is "the signal achievement of this Association this past year," Neuharth said, while acknowledging that "it is ironic that U.S. newspapers need to insure themselves against government intrusion of . . . First Amendment freedoms. But we must, and now we can."

Neuharth cited the following as other examples of ANPA accomplishments during the year:

- Launching of **presstime** as the new journal of the Association
- Development of a plan to consolidate all ANPA activities at The Newspaper Center in Reston
- Changes in staff to make it "more diverse in age, sex, interests and abilities"

At left: Philippine President Marcos makes a point; AP Chairman Jack Tarver looks on.
(Photo by Margaret Genovese)

Allen H. Neuharth

- Changes at the Board and Officer level to "reflect even better the very diverse ownerships and readerships of member newspapers"
- Increase in membership to an all-time high of 1,372.

"ANPA's progress of the past year is reflected in the state of our business generally," Neuharth told the members. He cited the latest statistics (see story, page 63) showing increases in the number of daily, Sunday and weekly newspapers, circulation, advertising revenue and employment, but noted that "numbers alone do not measure the state of the newspaper business."

The "true measure" of the business—newspapers' service to the people and to their communities—was reason for more optimism from Neuharth.

"Critics to the contrary notwithstanding, America is indeed living in an age of miraculous mass communications," he said, "and newspapers continue to provide the leadership and set the highest standards for all media."

Turning to the theme of the Convention—"The World of Headlines"—the ANPA chairman said "we of the free press are the best hope" to bring together the Free World and the "other world."

The emphasis of the Convention on world affairs and world press was evident at the opening function as Neuharth was joined on the dais by more than 50 press leaders from around the globe.

Neuharth called on the publishers to pursue at home the principles of freedom from the First Amendment and pursue abroad "the principles of fairness and dignity and neighborliness and peace." □

AP elects, re-elects seven to board

Howard H (Tim) Hays Jr., John M. Jones and Robert Achorn were elected new members of the Associated Press Board of Directors.

Hays, of The Press in Riverside, Calif., and Jones, of The Greeneville (Tenn.) Sun, will serve three-year terms. Achorn, of The Evening Gazette, Worcester, Mass., will serve out the two years remaining in the term of Robert L. Taylor of The Bulletin in Philadelphia, who resigned.

Four board members were re-elected to three-year terms: Katharine Graham, The Washington Post Co.; Harold W. Andersen, Omaha (Neb.) World-Herald; William H. Cowles 3rd, Cowles Publishing Co., Spokane, Wash.; and William Keating, The Cincinnati Enquirer.

Jones won over John O. Emmerich Jr., The Greenwood (Miss.) Commonwealth, for a seat as a director from a city of less than 50,000 population.

Other unsuccessful nominees were: Malcolm A. Borg, The Record, Hackensack, N.J.; Edward D. Miller, Allentown (Pa.) Evening Chronicle; John (Reg) Murphy, San Francisco Examiner; and Joseph Pulitzer Jr., St. Louis Post Dispatch. □

Olympic athletes Linda Fratianne and Jane Frederick and USOC official David Maggard (above) watch while, at right, the politics of the Olympic boycott are debated by the U.S.'s William Dyess (left) and U.S.S.R.'s Valentin Kamenev.

Olympians back boycott but regret politics

U.S. Olympic stars Jane Frederick, the pentathlon record-holder, and Linda Fratianne, the figure skating silver medalist, said at the panel discussion on the U.S. Summer Olympics boycott that they support the decision but are unwilling to endorse mixing politics and sports.

"I'm not sure I want my sport used in a belligerent manner," said Frederick.

U.S. Olympic Committee Executive Board member David L. Maggard was more decisive, arguing that "from the beginning it was a mistake to select Moscow. . . . The International Olympics Committee should have played politics from the first and threatened the Soviets, 'Either get out of Afghanistan or we'll move the Games.' "

A Soviet official claimed, on the other hand, that American athletes have "lost a fight that has nothing to do with sports." And they have "suffered a defeat at the hands of an anti-Olympic team" of self-seeking politicians, some journalists and the U.S. military high command.

Valentin M. Kamenev, press counselor for the Soviet Embassy in Washington, also predicted that despite this country's action, "All the world will be there—at least, the 100 or so countries that were able to keep their heads cool and not be part of political blackmail."

The athletes and officials were led in discussions by Otis Chandler, vice chairman and editor-in-chief of the Times Mirror Co. The session also revealed, in a show of hands at its conclusion, that most newspapers with representatives present and which editorialized on the boycott supported it.

Another participant was the U.S. State Department's deputy assistant secretary for public affairs, William Dyess. He said he "would not be surprised to see over four dozen countries join us in the boycott."

Dyess also charged the Soviets with politicizing the Games. "They told their people that (selecting Moscow as the site of the Olympics) demonstrated the correctness of Soviet foreign policy," he said.

Athletes aren't the only ones suffering from the U.S. response to the Afghanistan invasion, Dyess noted. American farmers, businessmen, scientists and others also are affected by trade and various sanctions, he said.

In a question-and-answer period, Fratianne said she supported government funding of amateur sports. But Frederick said, "I'm not sure I want direct funding because of the strings attached." □

AP devotes annual meeting to preparations for 'the

A briefing on new developments in distributing news by satellite highlighted the annual meeting of the Associated Press.

"After five years of planning, this industry is on the threshold of the satellite era," AP President Keith Fuller declared. And Vice President David Bowen, as he narrated a slide presentation on the planned AP 900-earth-station system, invited the publishers to sign agreements before leaving the meeting to locate satellite earth receivers at their newspapers.

AP is offering the saucer-shaped Small Aperture Terminals without charge to its members. "In deciding how we would handle the acquisition of the antenna necessary for receiving our news and data, we discovered that within our AT&T expenditures currently, we can save enough money (by switching to a satellite transmission system) to finance the entire project without any other capitalization," Fuller reported. ". . . Since the savings are your money, the Associated Press in fairness should furnish the dishes to the membership." (For United Press International's view of the situation, see story, page 13.)

Bowen said AT&T expenses are expected to drop by $1.5 million in 1981 and $2 million in 1982.

Roof-top installation has averaged $8,400, Bowen said; ground installation is cheaper ($3,400 average) and better (less chance for signal interference). Mem-

Marcos defends regime to publishers

Philippine President Ferdinand E. Marcos, making his first appearance in the United States since imposing martial law seven years ago, defended his regime at the Associated Press Luncheon.

"I hope to show you that not all proclamations of martial law are tyrannical, not all proclamations of martial law violate human rights and not all proclamations of martial law are undemocratic," he said.

In a wide-ranging, hour-long discourse on the history of U.S.-Philippine relations and political alternatives in the Third World, Marcos made no direct comment on the status of press freedom in his Pacific island country.

But in a brief question-answer period that followed, he denied that any "legitimate newspapermen" are imprisoned there. "There are some political dissenters who claim to be newspapermen, he said. "But if there is any newspaperman, give me his name and you will have him here in 24 hours," he challenged questioner George Beebe, executive director of the World Press Freedom Committee.

Marcos professed to having "no strong views" when asked about proposals by some developing countries to monitor stories filed by foreign correspondents. "We don't want to control your reports," he said. "What we want to talk about is how you can obtain information of every kind and thus make your reporting balanced."

Referring to controversy over his invitation to address the press group, he said he was "convinced that the American tradition of fair play—give the other guy a chance to talk—still governs most of American media."

In Hawaii, where there is a large Filipino population, Marcos' appearance triggered demonstrations by both supporters and opponents.

Marcos indicated some displeasure with the use of the term "martial law" to describe his government's actions—he said he prefers that it be known as "crisis management"—and he reiterated his intention to end it "as early as possible."

Marcos warned of the possibility of a communist government taking control of his country if "the authority in power" is changed by "illegal means." He appealed for "just, objective, dispassionate and scholarly" reporting on the Philippines, saying distortions "prejudice relations between your country and mine."

He said Third World countries must "tailor" their form of governments "to the peculiar circumstances of the country" rather than follow a U.S. or Soviet model. "Even you are having doubts and misgivings about the capitalist model," he said, "and even Russia is beginning to borrow from the capitalist model." □

Anti-Marcos demonstrators parade near ANPA Convention site in Honolulu.

satellite era'; invites publishers to sign up for receivers

bers are responsible for site preparation under the AP scheme.

Along with reducing AP's operating budget, the satellite service offers the advantage of "one-hop relay" and eliminates "bottlenecks" at AT&T facilities, he said.

"Another important future advantage for you is participation in the ANPA national advertising project," Bowen explained. "Under this concept, a satellite communications path will be created to make possible the electronic marketing of national advertising." The AP dishes will accommodate this service, he said.

The AP system will begin operation this summer using two transponders on Western Union's Westar III communications satellite. Only two channels out of the 12 available to it will be used by AP to deliver its newspaper and broadcast services. Already signed up to share the rest of the circuits are the new RKO stereo radio network and the Alternative Radio Network; negotiations are in progress with UPI, Dow Jones Audio, Dow Jones Data, Reuters and Commodity News Service, Bowen said.

Bowen said AP is trying to hook up cities with high-speed data services first "because those cities will cut our AT&T bill the most and the quickest."

Dishes have been installed in 16 cities, and "dozens more are in various states of construction as we aim for a 50-city network by May 15," he said. □

The second day: April 22

- A morning of "shop talk" for newspaper executives . . .
- Three perspectives on technology's growing impact . . .
- ABA chief suggests ways to reduce press-bar tensions . . .
- Foreign correspondents assess the global picture . . .

Technology: It can be bane—or blessing—for newspapers

Rapidly developing technology can be blessing or bane to the newspaper business, publishers were told at two of the Circulation Group Discussion sessions.

Former Federal Communications Commission Chairman Richard E. Wiley said the decade of the '80s will be "a watershed" with respect to the use of electronic technology in communications, and publishers should view it as an opportunity rather than a threat.

"I believe that it is incumbent on you . . . to be involved with, and to take advantage of, a variety of new methods of electronic information transfer and delivery," he told the Over 75,000 Circulation Group Discussion Session.

Charles A. Meyer, senior vice president for public affairs of Sears, Roebuck and Co., also said at the session that although "all newspapers are not imperiled" by what he called "compucation"—a word coined from "computer" and "communication"—"what may be at stake are the mass media as we have known (them. They) may lose position to more local, focused, media—in other words, to specialization."

William D. Rinehart, ANPA vice president/technical, suggested to participants at the Under 20,000 Circulation Group Discussion Session that satellite news delivery initially will bring "marginal" advantages but "will quickly prove to be of great benefit to the continued well being of the newspaper business."

Despite an expected explosion of communications directly into home information centers via cable, telephone lines or even satellite receivers, Wiley said he believes that in 1990 "the basic newspaper of this country will remain . . . in much the same form as we know it today." There will be stiff competition for advertising, particularly classified advertising, he warned.

One of the biggest competitors to newspapers in the dissemination of information could prove to be AT&T, Wiley said. Recent FCC actions to deregulate the world's largest corporation (see story, page 48) "will give Bell greatly increased marketing flexibility although it remains uncertain just how far the company will be permitted to penetrate into the information processing and distribution market."

It is "absolutely essential," he said, that AT&T not be allowed to "cross-subsidize" such an effort from its monopoly position.

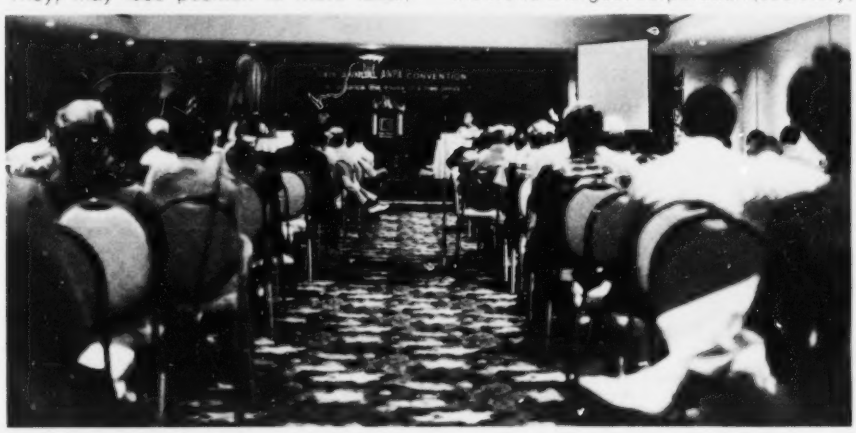
Wiley, now a partner in the Washington, D.C., office of Kirkland & Ellis, communications counsel to ANPA, said he expects the FCC will be asked to reconsider its ruling; failing that, opponents likely will appeal to the courts, he added.

In roundtable discussion following Wiley's address, most questions and discussion centered on cable television and satellite transmission and the regulatory environment affecting each.

Meyer told the publishers, "We do not foresee an inexhaustible growth of advertising budgets no matter how competitive the marketplace becomes. . . . The future, therefore, does challenge all of us in this room . . . to determine our market plans and our coverage and to solicit and to place advertising dollars with ever increasing precision.

". . . In our opinion," Meyer continued, classified advertising "is subject to particularly direct attack by the emerging 'compucation' technology."

Rinehart struck a similar chord when he said it is possible that "some of today's newspaper content or additional information which is of interest to only a small (number) of subscribers . . . might well be transferred to text on the screen."



The Under 20,000 Circulation Discussion Session hears about the benefits of satellites.

Richard E. Wiley **Charles A. Meyer**

However, he said his "strong belief is that we will have nothing to fear with regard to other media or developing TV text systems if we can continue to deliver a quality newspaper at a modest cost."

And, "once everyone has the satellite receiver operational," he explained, the service "will offer almost unlimited potential use," including delivery of national advertising. The Joint Satellite Task Force recently recommended that ANPA and its Research Institute develop the hardware for such a service [**presstime**, April, page 21]. □

Roundtable discussions produced a lot of give and take among newspaper executives.

ARCO's Bradshaw sees bleaker energy picture

Atlantic Richfield Co. President Thornton Bradshaw told publishers at the Over 75,000 Circulation Group Discussion that their newspapers will be filled with accounts of ever-more-serious energy problems well into the next decade.

Failure to understand and to solve these problems, he said, "will be fatal for the United States and its allies."

Bradshaw, who also is publisher of The Observer in London, praised the media for explaining the oil and energy story to the public. "We have a national energy policy today because the media got the message, sold it and the people followed," he said.

Despite that energy policy—one he supports as "the best we could expect"—Bradshaw painted a troubling picture of the country's energy future. He said it includes:

- Gasoline prices "so high you won't even recognize them" by 1990
- Continuation of the "frightening" decline in domestic oil production
- Heavier dependence on foreign oil, most of it from the Middle East. In fact, even if the energy policy works, the country will be importing more, not less, foreign oil, Bradshaw predicted. By 1990, U.S. imports will swell to "10 to 11-plus" million barrels a day—well above the eight-million-barrel-per-day limit President Carter has set.
- Little chance oil technology and development of alternative fuels will resolve the problem soon.

All these factors place greater importance on the United States' relations with oil-producing countries and on the stability of those nations. Here, too, Bradshaw said he foresees grave possibilities. Among them:

- An increasing amount of oil available internationally is "hostile oil" flowing from Iraq, Iran, Algeria, Libya and other nations which have uneasy relations with the United States.
- The regime in Saudi Arabia—the major, friendly supplier of oil to this country—has shown recent indications of instability.
- The Soviet Union is running out of oil and will become a major oil importer by 1982. (Later in the day, UPI Foreign Editor Gerard Loughran quoted CIA estimates that the USSR will become a "net" oil importer by 1990.)

To avoid a "battle of energy" between superpowers for the world's dwindling oil supply, the Atlantic Richfield chief executive believes the United States must engage in "power politics."

The U.S. government must make it clear to the Soviets that "we will counter any attempts to reduce or cut off oil supplies to the West," he said. "Once we both know and respect each other's vital interests, then we have the greatest chance to avoid war."

He said the United States must back up its declarations with discernible military might so the Soviets know "we mean what we say," and so U.S. allies and friendly oil producers "know they can depend on us."

The United States also must "simmer down unrest in the Middle East," by providing step-by-step solutions to the Palestinian issue, he said. □

Los Angeles Times official passes along energy tips

Discussing energy management at the Under 20,000 Circulation session, Paul Heichman, purchasing manager for the Los Angeles Times, advised newspaper executives to examine three vital areas susceptible to price increases and supply disruption—transportation, plant equipment, and supplies and services.

Heichman urged his audience to use high-mileage vehicles with properly inflated radial tires and to consider switching to alternative fuels.

He also advised publishers to seek priority status in conservation and rationing plans.

A second area of concern, plant production and environmental facilities, involves "vast amounts of energy, and conservation methods properly applied will result in considerable cost savings," Heichman said. He suggested rewiring lighting, installing co-generation systems to reduce peak energy demand, educating employees in conservation principles such as turning off lights and reducing driving speeds, and conducting an energy audit to identify equipment and facilities which could be modified to save energy.

The final area of vulnerability—supplies and services—includes newsprint, ink, film, printing plates and chemicals. Heichman urged publishers to make sure suppliers have taken steps to handle deliveries in an energy shortage. □

ABA head offers suggestions on easing press-bar tensions

A joint, press-bar research effort to develop a base of inf :mation on matters of mutual concern was proposed to publishers by the president of the American Bar Association.

Leonard F. Janofsky offered that and other suggestions to reduce press-bar tensions to several hundred newspaper executives who packed the Over 75,000 Circulation Group Discussion.

"Too many of our decisions are now made on the basis of anecdotal information, emotion or simple reaction," Janofsky said. "We can produce horror stories or philosophize on any side of almost any question. Our dialogue of this decade will be infinitely more productive if it proceeds from a base of established fact."

His second major recommendation was that ANPA and the ABA "aggressively promote" bench-bar-media committees at the local level, whereby experienced reporters, lawyers and judges "advise colleagues of the advantages of reasoned mediation."

"Those committees have proved invaluable in my home state (California) in defusing potential conflicts before they escalate to the point of confrontation," Janofsky said. He noted that precedent for such a cooperative effort exists through the ANPA/ABA Task Force which has been considering matters of mutual concern for the past several years.

While cooperation between press and bar was his central theme, Janofsky acknowledged in his review of recent Supreme Court decisions affecting the media that some conflict between the professions will persist. He gave four illustrations to demonstrate the varying character of such conflict:

- The situation discussed in *Herbert v. Lando* which, he said, presents, "unavoidable conflict." In that case, the court allowed public figures suing for libel to ask reporters about their state of mind when writing the story in question.
- Problems raised by newsroom searches *(Zurcher v. The Stanford Daily)*, where the press and bar "share parallel concerns"
- Tension created by attempts to close judicial proceedings *(Gannett v. DePasquale)*, which, he said seems "reducible to minimal scope"
- Problems arising from the need to protect sources of news, "an area of tension likely to continue," but which could be narrowed by "intelligent action and restraint."

Newspaper financial-planning methods explored

The intricacies and complexities of newspaper financial planning were explored by a panel of experts from the Institute of Newspaper Controllers and Finance Officers in the 20,000 to 75,000 Circulation Group Discussion.

INCFO member Lionel S. Jackson Jr., assistant publisher and executive vice president of the Register Publishing Co. Inc., New Haven, Conn., stressed the need for basic planning as a foundation for overall fiscal management.

He recommended that newspapers adopt a long-range plan of perhaps five years covering such areas as capital requirements, raw-materials availability, market penetration, method of distribution and diversification. "A basic plan unlocks the future," he remarked.

Such a basic plan must be supported by short-term and longer-term financial planning and budgeting, said INCFO Director John H. O'Hearn, treasurer of the Times Publishing Co., St. Petersburg, Fla.

O'Hearn offered a number of suggestions on how newspapers can improve their budgeting process—such things as continually evaluating personnel and equipment, compiling market demographic data, projecting future consumer trends and conducting detailed analyses of newspaper revenues and expenditures.

Another INCFO director, Edward F. DeVoge, then discussed the type of detailed fiscal analysis employed by the Observer Publishing Co., Washington, Pa., where he is vice president and treasurer. He outlined the extensive, point-by-point checklist by which the Observer keeps tabs on costs throughout the operation.

NAB makes report to its membership; may add functions

The Newspaper Advertising Bureau—fresh from being authorized to explore some new directions—gave its yearly report to members in the form of a slide show, "Selling Newspapers in the '80s."

NAB directors, meeting April 20, adopted a statement of purpose which new Chairman Edward W. Estlow, president of Scripps-Howard Newspapers, said sets "a modified new direction to meeting the changing circumstances of newspaper marketing, but . . . does not overlook the fact that the primary purpose of the NAB is to sell advertising for the newspaper industry."

According to the statement, the board will periodically consider whether NAB should add to its traditional functions. Areas of expansion could include applying telecommunications to the delivery and presentation of newspaper advertising, studying changes in competing media and the effects of change on readers, and developing new marketing data services.

The slide presentation, narrated by NAB President Jack Kauffman and Executive Vice President and General Manager Leo Bogart, was divided into the following advertising categories:

National. In his report on Newsplan, NAB's program to increase newspapers' share of national advertising, Kauffman said 967 daily newspapers are participating and offering discounts for continuity.

Kauffman also said that advertisers are beginning to purchase advertising through NAB on a one order/one bill basis; that satellite transmission of ad copy, art and insertion orders are "coming faster than anyone thought" and will make national advertising "more saleable"; and that the bureau's national staff has been augmented by three new marketing/sales executives to enable NAB to call on more national advertisers.

Retail. Because of mergers and the growth of regional chains, more retail advertising decisions are being made in central headquarters, out of reach of individual newspapers, Bogart said. Last

year, the bureau's retail marketing department worked with 136 such companies.

NAB also is working with shopping center managements and speciality retailers.

And through its CLASS program—Complete Localized Advertiser Selling Service—and others, NAB is helping individual newspapers market their advertising product.

Co-op. Since January, NAB has made nearly 400 contacts with manufacturers, newspapers and retailers in an effort to overcome the impression that co-op advertising is complicated and more trouble than it is worth.

Classified. Kauffman reported that NAB and newspaper executives are beginning to work on ways to standardize classified format. The bureau's real estate product manager will be joined this year by managers for automotive, employment and general merchandise in an effort to meet the challenge of competition from other media, he said. NAB also is working with others in the advertising industry on the possibility of newspapers' creating computerized classified listings for telecommunications systems. □

Edward W. Estlow (left), president of Scripps-Howard Newspapers, was elected chairman of the board of the Newspaper Advertising Bureau April 20 in Honolulu. Lloyd G. Schermer (right), president of Lee Enterprises Inc., was elected vice chairman. New directors elected at NAB's annual meeting were: Donald B. Abert, Milwaukee Journal and Sentinel; Malcolm A. Borg, The Record, Hackensack, N.J.; Edwin L. Heminger, The Courier, Findlay, Ohio; Robert M. Hunt, New York Daily News; Donald H. Patterson, Baltimore Sun; and Richard T. Thieriot, San Francisco Chronicle. Other officers and seven directors were re-elected for new terms.

UPI unveils satellite program with rebates for purchasers

United Press International's approach to the communications satellite scene varied somewhat from that outlined earlier by the Associated Press.

At the UPI Luncheon, the wire service's president and chief executive officer, Roderick W. Beaton, declared: "Regardless of what you may hear elsewhere or read elsewhere, there is no such thing as a 'free ride.' In one form or another, whatever system we end up with, it will be paid for by the industry—in other words, you."

Beaton estimated the cost of an "optimal" system of 3,700 "shared" earth stations (receivers) at $30 million.

UPI's policy, he continued, will be to encourage each media company to purchase its own station at a cost of about $6,500, plus site preparation. Beaton said UPI "will provide incentives or rebates in our formal newspaper and broadcast pricing plans for you to do so. The rate of rebate would be $1,200 per year until there has been full repayment."

Beaton placed two conditions on such an arrangement:

- "The incentive plan is at our option since there obviously would be no need for two earth stations across the street from each other. . . .
- "UPI must have full access to the station so it may fulfill its sharing obligations and extend or 'loop' services out of it to other subscribers—providing it in no way impacts your reception or use of the station. There will be no risk or responsibility on your part for the continuity of those extended services . . ."

He termed the UPI satellite program "a good one, . . . a fair one, . . . one that makes sense for the industry."

Beaton reported that the UPI Board of Directors has approved the Joint Satellite Task Force recommendations [**presstime**, April, page 21], with one reservation.

"We felt that the question of a joint venture or third-party management or arbitration should be left open for future consideration," he said. "It seems logical that the strong voice of ANPA might be needed as refinements occur such as development of an advertising-delivery capability sometime in the future." □

Correspondents assess balance of power

Three veteran UPI correspondents painted a generally grim foreign-affairs picture in a UPI Luncheon panel discussion on "The Balance of Power."

Foreign News Editor Gerard Loughran said the invasion of Afghanistan broke "a pattern" in which the U.S.S.R. refrained from directly interfering militarily in nations beyond its sphere of influence.

The invasion, he went on, brings the Soviet Union "within a few hundred miles" of its "historic goal to gain access to a warm-water port."

Loughran, UPI's Moscow Bureau manager in 1972-74, said the United States and its allies should pursue a policy of "vigilant containment" to blunt any further Soviet thrusts in the region.

Aline Mosby, also a former UPI Moscow correspondent and now in the Peking Bureau, said the Chinese feel further threatened by the Soviet Union in the wake of the invasion of Afghanistan.

Mosby also observed that China recently dispatched a new ambassador to Iran because it fears the crisis there could result in that country's being swept up and into the Soviet orbit.

Mexico-City based John F. Virtue put the balance of power in a hemispheric context. He said relations between Cuba and Moscow have cooled, with Cuban President Fidel Castro resentful of his near-total dependence on Soviet aid, and the Kremlin unhappy with Castro's "maverick" approach to foreign policy.

But Virtue said he does not foresee normalization of U.S.-Cuban relations in the near future, with that move remaining blocked by the issues of Cuban troops in Africa, Cuban indemnification for U.S. assets seized when Castro took power, and the U.S. trade embargo of Cuba. □

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The third day: April 23

- A peacemaker urges reportorial restraint . . .
- Pleas made for attention to global problems . . .
- Emotions run high over hostages . . .
- The Association chooses a new leader . . .

Press must avoid negativism, a hopeful Waldheim says

United Nations Secretary-General Kurt Waldheim said that while the Western press has built a "credible record" of judgment, responsibility and leadership, "there is sometimes an excessive tendency to question motivations, to assume the worst or to highlight the negative aspects of important issues."

When this happens, Waldheim told the closing Convention luncheon, the press provides the public with a picture "of confusion and disarray which ignores the essentially untidy and complicated nature of human affairs."

"The press sometimes acts like an over-zealous gardener who digs up the plants each day to see how they are growing," the secretary-general quipped.

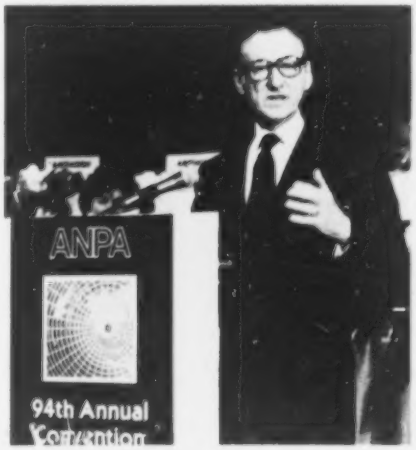
This kind of reporting may attract readers, he added, but it can also "gravely undermine public confidence and national self-confidence, especially in difficult times." He urged the press to exercise restraint in its criticism and to avoid degeneration "into negative self-indulgence."

Waldheim, who has been deeply involved in the diplomacy growing out of the crises in Iran and Afghanistan, provided the Convention with an up-to-date report on both.

On Iran—"one of the most frustrating and volatile problems I have ever encountered"—he said he is "convinced the hostages will be released; it is only a question of time." But he observed that a diplomatic solution remains stymied by the difficulties of dealing with "a country still heavily involved in the process of revolutionary change."

His report came just one day before the ill-fated U.S. attempt to rescue the hostages.

Waldheim said that the crisis over Afghanistan is "dangerous" but not to the extent that some "prophets of doom" have suggested. At the same time, he said "we have to expect a long, drawn-out process before a satisfactory outcome is achieved."



Kurt Waldheim

Among the forgotten victims of Iran and Afghanistan are the "massive political, humanitarian and human-rights problems in other parts of the world" which have been overshadowed since the hostage-taking last November and the Soviet invasion in December, Waldheim noted.

He called on the media, whose performance in this area he labeled "inconsistent," to not neglect reporting on such unsolved problems as starvation and disease in Indochina, the plight of refugees in Africa and violations of human rights in many parts of the world.

At left: New ANPA Chairman Graham obviously enjoys delivering acceptance speech.
(Photo by Margaret Genovese)

Publishers urged to focus attention on 'human needs'

As Convention delegates turned their attention to global "Human Needs," they were beseeched by speakers to:

- Renew their interest in the plight of dissidents in the Soviet Union.
- Support the opponents of controversial Philippine President Ferdinand E. Marcos.
- Use their newspapers to help fund refugee relief in Indochina.

Despite the Soviet Union's "unprecedented" attempt to quell dissent, media attention to the human rights movement in that country seems to be waning, observed Tatyana Yankelevich, stepdaughter of Nobel Prize-winner Andre Sakharov.

"The war against dissidents is not as noticeable as the war in Afghanistan. However, its causes and consequences could be of no less importance to the readers of American newspapers," Yankelevich said. "I am sorry that they have not learned about it or will learn much too late."

Former Philippine Sen. Raul Manglapus, who appeared in counterpoint to Marcos, urged publishers to "help us to open the eyes of your policy makers" and eliminate or substantially reduce U.S. military aid to the Marcos government.

Continued military aid could result in a "bloody denouement," Manglapus warned. "Democracy is still the wave of the future. Help us make it less bloody to ride with that wave," he said.

Manglapus is now in exile in the United States where he heads the anti-Marcos Movement for a Free Philippines.

Folk singer and anti-war activist Joan Baez, president of the human rights organization Humanitas International, also spoke to Convention delegates in an appeal on behalf of Indochina refugees.

"I think the opportunity for publishers to actually mobilize and do something is just enormous," she said.

She told of the benefit fundraiser staged by Humanitas, the San Francisco Examiner and a San Francisco television station at Christmas. "The three of us decided we would raise $1 million over the holidays, and we did it," she said.

Iran coverage praised

American media coverage of the hostage crisis in Iran received mostly favorable marks from a panel of four individuals who in various ways have been —or are—touched by the affair.

Former Canadian Ambassador to Iran Kenneth Taylor, who masterminded the escape of six Americans from Tehran earlier this year, called the coverage "quite even," especially when considering the chaotic conditions in Iran under which U.S. correspondents operate.

Robert G. Anders, one of the Americans who slipped out of Iran with phony Canadian passports, described the coverage as "very good and very important."

Dorothea Morefield, whose husband Richard is among the 50 Americans being held captive, remarked, "To me, the more press coverage given to the hostages, the better." She explained that she believes wide coverage helps keep the kind of pressure on the Iranians which ultimately will lead to the hostages' safe release.

Taylor, Anders, Morefield and a panel of three journalists agreed that to some extent, American journalists—especially, television network personnel—have been manipulated by the Iranians. Morefield also complained that the networks have paid "a group of criminals"—the militants—for footage of the hostages.

But by far the most discordant note was sounded by the Rev. Darrell Rupiper, one of the clergymen who has conducted services for the hostages at the invitation of the militants and Iranian authorities.

Rupiper charged that the media in Omaha, Neb., where he is a Roman Catholic pastor, have unfairly depicted him and his organization—the Committee for American-Iranian Crisis Solution—as "pro-(Iranian)student."

From a broader perspective, he said that while U.S. media coverage of the events in Iran has been "constant and extensive," it has not delved deeply into "what led to the hostage takeover"—repression under the shah of Iran whose regime was supported by "American tax dollars."

Rupiper continued that the "students" are acting out of religious, not political, convictions in demanding the shah's return to Iran to stand trial in exchange for the Americans' release. He said the long ordeal has been difficult for the captors as well as the captives.

Morefield, in one of the more dramatic moments of the emotion-charged discussion, shook her head and declared, "I would like to remind the father that they (the militants) still are threatening to kill the hostages." This drew applause from the audience of about 1,000.

And in response to Rupiper's assessment of U.S. media coverage of the circumstances behind the hostage crisis, ABC News senior correspondent Barry Serafin shot back that the militants' grievances have been "fully reported."

Any inadequacies that exist in U.S. coverage of the situation are a direct result of the limitations placed on American journalists by Iranian authorities, said Serafin, UPI Foreign Editor Gerard Loughran and James Yuenger, the Chicago Tribune's correspondent who was among the U.S. journalists expelled from Iran last January. Only a small number of American journalists have been allowed to return to Iran since that mass expulsion—barely enough to keep track of the hostage crisis, and certainly not enough to report on the "big picture" of a country in turmoil, they said.

Loughran also held out the possibility that some of the readmitted journalists may be engaging in "self-censorship," realizing that a report which irritates the Ayatollah Khomeini, the Revolutionary Council and/or the militants could lead to immediate dismissal from Iran. □

Foreign reporting criticized by U.S., Soviet spokesmen

Government spokesmen from the United States and the Soviet Union, speaking at separate sessions, expressed dissatisfaction with press coverage of international events.

Providing "The View from the State Department," Assistant Secretary for Public Affairs Hodding Carter III complained that journalists lack historical "perspective" in their reporting of U.S. foreign policy.

The former editor and associate publisher of The Greenville (Miss.) Delta Democrat-Times told his one-time colleagues: "Frankly, ladies and gentlemen, you can do a lot better job of ensuring that the American people understand both where we've been and where we really are and how we have to continue."

Carter insisted that U.S. foreign policy is "on the track" and running along a path whose direction was set 30 years ago. "What faces the nation today has far more elements of continuity than it does of change," he said, drawing parallels between current international crises and those of the 1950s.

Carter invoked a phrase once used by Vice President Spiro Agnew when he declared that "the natering nabobs of negativism are with us again."

"We are again being told that the end is at hand, that we have lost the edge, that the Soviet Union is upon us, even at the gate, our allies have deserted us, our

AP Executive Editor Louis D. Boccardi moderates a panel of (from left) Rupiper, Anders, Morefield and Taylor.

capability to resist is gone and we are lost," he observed.

Carter called the Iranian hostage situation "a frustration, an affront, a terrible dilemma, a possible source of tragedy."

He said Afghanistan "represents a face of the Soviet Union we often wish to forget."

At the same time, citing a long list of nations that emerged from Soviet dominance with independent governments, the State Department spokesman said the notion that "whatever the Soviet Union takes it keeps" is an "old saw." Journalists who "repeat it without critical analysis do a disservice to the profession they serve."

Hodding Carter III

In his presentation on "The View from Russia," Oleg Anichkin, assistant manager of the International Information Department of the Soviet Communist Party's Central Committee, accused the press of perpetuating the "myth" of a Soviet military threat.

Anichkin asserted that the Soviet Union's "considerable military potential . . . is intended exclusively for the defense of its people and country."

A political and foreign analyst for TASS, the Soviet news agency, he also contended that the press—even the Western press—is a tool of government, at least to the extent that it reports on government policy.

"Whatever some people think or say, the content and direction of information are determined by the foreign policy and ideological guidelines of a state," he said. "Depending on these guidelines, the press is basically used either for the good of peace or its detriment."

Graham elected ANPA chairman

Katharine Graham of The Washington Post Co. was elected chairman and president of ANPA at the Association's annual business meeting.

Other officers elected were William C. Marcil, The Forum, Fargo, N.D., vice chairman; Donald N. Soldwedel, the Yuma (Ariz.) Daily Sun, secretary; and Richard J.V. Johnson, The Houston Chronicle, treasurer.

The following *new directors were elected for two-year terms*: Garner Anthony, Cox Enterprises Inc., Atlanta; William H. Cowles 3rd, Cowles Publishing Co., Spokane, Wash.; Margaret L. Hamilton, Thomson Newspapers, Toronto; Edwin L. Heminger, The Courier, Findlay, Ohio; John B. Lake, St. Petersburg (Fla.) Times and Independent; and Arthur Ochs Sulzberger, The New York Times Co.

Re-elected for two-year terms were: Beland H. Honderich, The Toronto Star; K. Prescott Low, The Patriot Ledger, Quincy, Mass.; Robert G. Marbut, Harte-Hanks Communications Inc., San Antonio, Texas; and Warren H. Phillips, Dow Jones & Co. Inc., New York.

The membership also ratified the term of Director Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa, who was elected last June by the Board. His term expires in 1981.

The *membership report* was given by Marcil who announced current membership of 1,372—a net increase of 39 from the 1979 annual meeting.

Mrs. Graham gave the *treasurer's report*, noting that revenue for the year exceeded operating expenses by $237,107. Total revenue was $5,342,966. The unexpended revenue balance was allocated to reserves and general surplus.

Also, the Board of Directors again was given *stand-by* authority to increase the dues formula a maximum of 10 percent allowing response to unforeseen events. Need to implement such authority, however, is not expected, Mrs. Graham emphasized.

Executive Vice President and General Manager Jerry W. Friedheim reported that during the past year ANPA:

- Added senior-staff talent of Vice President/Labor and Personnel Relations Roy W. Anderson and Vice President/Legal and Government Affairs W. Terry Maguire.
- Strengthened management structure by locating Vice President/Technical William D. Rinehart at The Newspaper Center, Reston, and began planning for consolidation of all Association services at Reston.
- Added managers for personnel relations and training services, a new research chemist and a second NIE field advisor.
- Initiated the new ANPA journal, **presstime**.
- Recovered, through ANPA Credit Bureau Inc., more than $1 million of newspapers' bad debts.

A new telecommunications affairs specialist will be added to the staff soon, he said.

Progress also was made, Friedheim noted, on First Amendment insurance, computerized newsprint statistics, satellite networks, kenaf research and new press technology.

Photo by John Tichen

New ANPA officers are (from left) Johnson, Neuharth, Mrs. Graham, Marcil and Soldwedel.

Text of Katharine Graham's acceptance speech as ANPA chairman and president

I am deeply honored. And as I accept the challenge of following such strong leaders of our Association as you (Al Neuharth), Joe Smith, and Andy Andersen, I am particularly proud to be the first "person" elected to this office.

I am, of course, saddened to be standing here in the place of my great and good friend, Len Small. I had looked forward to working closely with Len for the next two years as his vice chairman, and feel—as we all do—a deep sense of loss. We—both as an organization and as individuals—benefitted greatly from our association with Len. He had already put some big pieces in place, for which I am grateful. We are richer for his work, as well as for the sense of direction that this lovely, able, wise friend left us. I thank Jean Alice for her support and great courage in being here.

I am fortunate, as we look toward the coming year, to have Bill Marcil as vice chairman. He will play a major role as will Dick Johnson and Don Soldwedel as we all work together to meet the exciting and difficult challenges of the 1980s, and serve the needs of all our members.

I am also gratified that we will continue to have as part of our leadership team Al Neuharth. He will succeed Joe Smith—who has been such an important part of our organization for so many years—as chairman of the Executive Committee. Al, during his term as chairman and president of ANPA, brought a tremendous sense of vigor and forward thrust to our Association. Among his many accomplishments, he did so much to bring us into the lead of the fight to prevent any erosion of First Amendment rights. Our top priority now must be to stay in the forefront of that struggle.

As I arrived here several days ago for what is my 32nd ANPA Convention, and as I began greeting old friends and meeting new ones from every part of our country, it occurred to me once again how fortunate we are to be part of what is a truly unique industry.

While we are in many ways different—small papers and large, daily and nondaily, newspaper groups and independent publications—there is one common thread that unites every one of us here in this room.

What makes us different from other industries is that we are more than just a business. We are the voice—the public conscience—of a free and democratic people.

Yet for an industry of communications, I think we have not always been as successful as we ought to be in communicating what it is that we are fighting for—and why it is important not just to us, but to everyone.

We are concerned not just with our First Amendment rights. We are concerned with the First Amendment rights—and all the Amendment rights—of every American.

And as we look to the year ahead, we should make improved communication with our readers our goal.

Our greatest insurance against any effort by the courts, or the government, to cut back on First Amendment rights lies in each one of us speaking out—in a clear and persuasive voice—to make sure that every American understands that we are not talking about some kind of special rights that affect us exclusively.

Our challenge is to communicate the fact that we are talking about their rights—the rights and liberties of the American people.

I thank you for your confidence in electing me chairman and president. I ask your help. □

Receptions, demonstrations and other Convention sidelights

Despite early-morning starting times and brass-tacks sessions, the Convention wasn't all work. Nearly half of the 2,191 registered attendees piled into buses Monday and travelled up Hawaii's picturesque northern shore to the Polynesian Cultural Center. There, as guests of the Deseret News of Salt Lake City, they saw tapa cloth being made from mulberry tree bark, learned a Tahitian dance and explored the seven Polynesian island villages prior to a luau and dinner show.

Many of the same Convention goers had attended receptions sponsored by Parade, Family Weekly and the Hearst Foundation the night before, and could be found Tuesday night reaching for plate-size "Dagwood" sandwiches, served as hors d'oeuvres in honor of the Blondie comic strip whose 50th anniversary was featured at a reception thrown by King Features.

Law firms, newsprint companies, advertising groups and other newspapers extended the aloha spirit during five days of receptions and dinners. For those who kept away from the reception circuit and who instead frequented the beaches, the wetter-than-usual Hawaiian weather did not dampen their aloha experience. Sudden tropical showers brought the rainbows of which Hawaii boasts—a common feature in an uncommon landscape.

Lufkin (Texas) News Publisher Joe Murray and family inspect first "Blondie" comics.

•••

Among the chants of the anti-Marcos demonstrators were: "Freedom of speech, freedom of press, ANPA you've failed your test," and "Associated Press, we question your selection. Ferdinand Marcos stands for repression." One poster depicted a man behind bars, with the inscription reading: "Destruction of Freedom of the Press. I wish I could be at the A.N.P.A."

When a demonstration leader shouted questions like "Who has out 60,000 political prisoners in jail?" and "Who has de-

Board authorizes *amicus* filing, kenaf analysis

The ANPA Board of Directors, meeting in Honolulu April 19, took these actions:

• Approved the filing of an *amicus curiae* brief in the labor-relations case of *Heheman v. E. W. Scripps Company and The Cincinnati Enquirer*

• Received and approved the report of Audit Committee Chairman Warren H. Phillips on the satisfactory audit reports for 1979 for ANPA, ANPA Foundation and ANPA Credit Bureau Inc.

• Reaffirmed existing Association policy that contracts and agreements involving technology and technical ideas evolving from work at the Research Institute be made available to other interested parties on a non-exclusive basis

• Reviewed the possible issuance by the Occupational Safety and Health Administration of new findings listing substances as potentially "hazardous"; and instructed the staff to continue ANPA's longstanding interest in safety and health matters—and related research—but not to engage in legal action involving the possible OSHA actions at this time

• Studied the indications that newspapers may receive some sort of priority status in any gasoline rationing measure proposed by the President and authorized the Executive Committee to take whatever action is appropriate and necessary before the Board meets again

• Noted that First Amendment Insurance application forms and material have been sent to North American newspapers by Mutual Insurance Co. Ltd. of Bermuda

• Authorized the Executive Committee to analyze a feasibility study and to consider possible further actions in kenaf research as suggested by the Kenaf Task Force of the Newsprint Committee

• Expressed disappointment that some newsprint manufacturers continue to reduce basis weight without making corresponding improvements in newsprint quality (see story, page 58)

• Received and approved the final report of the Joint Satellite Task Force led by ANPA, AP and UPI, noting with appreciation the decisions of AP and UPI to structure their individual, satellite-communications services in a manner which will utilize the same satellite, same down-link system and same single-dish receivers

• Reviewed the work on possible, new, national-advertising formats done by the Production Management Committee; and authorized the Advertising Materials Subcommittee to proceed with meetings with the American Association of Advertising Agencies, the International Newspaper Advertising Executives, the Newspaper Advertising Bureau and selected, national retail advertisers in order to seek ultimate establishment of standard, national-ad units in a range of sizes

• Noted with concern the report of the Telecommunications and Government Affairs committees that recent Federal Communications Commission decisions affecting AT&T might tend to enable that and other very large communications firms to control unfairly electronic links into homes or to enter the business of providing information directly into homes—and to control the content of that information—in a manner which could become inconsistent with First Amendment principles. (See stories, pages 10 and 48.)

The Board next meets Sept. 11-12 in Chicago. The Executive Committee meets June 9 in Atlanta. □

stroyed free speech in his country?," publisher Roy F. Lovell of the Milford (Mass.) Daily News cupped his hands around his mouth and yelled back, "Brezhnev! ... Brezhnev!"

•••

After outlining the Russian view of the Olympic boycott, Valentin Kamenev of the Soviet Embassy in Washington walked up to the UPI booth at the Sheraton Waikiki and purchased two tickets for the UPI Luncheon. "I want to learn about 'The Balance of Power' "—the topic for the luncheon discussion—he said.

•••

Wednesday's breakfast was accompanied by a live report on the Pennsylvania primary election which had been held the day before. David Broder of The Washington Post, Jack Germond of The Washington Star, and Tom Brokaw and Tom Pettit of NBC News offered their analyses from Philadelphia in an amplified telephone hookup. □

WPFC expects UNESCO to approve international communications institute

The World Press Freedom Committee expects the 21st General Conference of UNESCO in September to adopt a proposal for an International Institute for the Study and Planning of Information and Communications.

To be organized under and funded by UNESCO—with the United States footing 25 percent of the bill—the institute would help form what proponents call a "fairer and better balanced" New World Order for Information and Communication.

However, WPFC Executive Committee member Leonard Marks of Cohn & Marks, Washington, D.C., said the United States and some Western European countries have balked at the proposal. Such an institute would "lay down principles of what is news," he warned.

Besides the monitoring of UNESCO, also set as priorities at the WPFC's April 20 meeting in Honolulu were:

• Giving "every assistance to the international news agencies" against accusations by several governments and some private groups of superficial reporting and information monopolies.

• Continuing to provide training and consultation for media in emerging nations.

• Expanding its role as a clearinghouse for print and broadcast equipment for developing media. Most equipment to date has gone to the press in the Caribbean region. □

FIEJ director dies

News of the death April 17 of Michael L. de Saint-Pierre, director of FIEJ, the International Federation of Newspaper Publishers, reached members of the World Press Freedom Committee in Honolulu. He had served as FIEJ director since 1960. □

Government / legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the February edition of **presstime**.)

Freedom of the press

Closed courtrooms: The Supreme Court heard oral argument in *Richmond Newspapers v. Virginia* on Feb. 19 [**presstime**, March, page 14]. U. S. Attorney General Benjamin Civiletti told ANPA's Government Affairs Committee March 12 that the Justice Department is working on guidelines which strongly favor open pretrial hearings and trials in federal cases [**presstime**, April, page 12]. On the state level, Maine may become the first state to enact legislation countering *Gannett v. DePasquale*. The Maine Senate joined the House March 12 in approving an "open court" bill. The measure must be approved by the governor.

Police searches of newsrooms: House and Senate Judiciary committees were expected to act in late April on legislation to counter the effects of the Supreme Court's 1978 decision in *Zurcher v. The Stanford Daily*. (See story, page 28.)

Criminal code: The House Subcommittee on Criminal Justice March 10 completed its revision of the federal criminal code (HR 6233). The full Judiciary Committee tentatively was scheduled to begin mark-up of the bill April 23. The Senate version, S 1722, sponsored by Sen. Kennedy (Mass.) and essentially the same as the bill passed last year by the Senate, was reported by the Judiciary Committee Dec. 8 but has not yet been scheduled for floor action. It will, however, be taken up on the Senate floor "immediately" after the House committee completes its work, which could be by early May.

Debate sponsorship: Federal Election Commission regulations allowing newspapers and nonprofit groups to sponsor "nonpartisan" debates became effective April 1 [**presstime**, April, page 16].

Freedom of information: Access to federal records by the public has been an action item in the Supreme Court, the Justice Department and Congress in recent months [**presstime**, April, page 14]. The Supreme Court March 3 ruled government officials can dispose of some otherwise publicly available records, thereby preventing their release under the Freedom of Information Act. Attorney General Civiletti told the ANPA Government Affairs Committee March 12 that his department is drafting legislation to limit the scope of FOIA. And in January, the Senate passed amendments to a Federal Trade Commission authorization bill (S 1991) which would exempt many commission records from FOIA disclosure. House and Senate conferees, responding to a rash of letters from ANPA and other media groups, tentatively agreed to compromise language which would considerably narrow the exemption. Conferees reportedly are stalemated, so Congress agreed March 26 to a funding resolution which extended the FTC's authorization through April 30.

Intelligence: Charter legislation pending in Congress for both the FBI and the CIA includes provisions which also could limit the scope of the Freedom of Information Act. Bills establishing a CIA charter were introduced in both the Senate and House (S 2284 and HR 6588) in February, and the Senate Select Committee on Intelligence began hearings Feb. 21 [**presstime**, March, page 15]. Journalist groups testified before the committee in April—and ANPA submitted written comments—expressing concern not only over the FOIA provisions but also over the use of journalists as agents. The bills bar intelligence agents from posing as journalists but specifically enable journalists to act as informants. The press groups also expressed concern over the scope of the secrecy agreements that all CIA personnel are required to sign. In the House, the Intelligence Committee also plans early hearings on the CIA charter bill. The FBI charter bills (S 1612 and HR 5030), which also contain blanket FOIA exemptions, face additional hearings in both the House and Senate.

Energy

Gasoline rationing: President Carter was expected to send his standby gasoline rationing plan to Congress before the end of April. Energy Regulatory Administrator Hazel Rollins told the ANPA Government Affairs Committee March 11 that the plan still did not designate newspapers as a priority class, but she said businesses would be able to apply for supplemental allotments [**presstime**, April, page 15]. Times Mirror executives and ANPA Government Affairs Committee Vice Chairman K. Prescott Low met March 28 with the President's associate domestic policy director for energy and urged a newspaper priority.

Energy conservation: ANPA April 7 filed comments on the proposed federal energy conservation plan, primarily opposing the vehicle sticker measure which would require owners to choose one or more non-driving days per week. Under a law enacted Nov. 5, 1979, the President has the authority to set mandatory state conservation targets and to impose the federal conservation plan in states failing to meet those targets [**presstime**, March, page 9].

Natural gas pricing: The Federal Energy Regulatory Commission March 20 directed its staff to develop regulations extending its incremental pricing program to all industrial users of natural

government/legal roundup

gas. The Natural Gas Policy Act of 1978 requires this program which is aimed at channeling more natural gas price increases to industry in order to prote : residential and other small users. The pricing program already affects industrial boiler-fuel users. Federal law requires FERC to submit to Congress a plan for expanding the program to all industrial users. The plan would take effect unless disapproved by Congress. It is not clear whether FERC considers newspapers to be "industries." FERC counsel informally have given conflicting views on the question. ANPA has not requested a formal ruling, fearing an adverse decision. Other organizations, however, are fighting the program in Congress. The House Subcommittee on Energy and Power held a day of oversight hearings April 3 to hear complaints from industry. Legislation has been introduced to repeal the 1978 law which requires the pricing program.

Building temperatures: Mandatory, federal, building-temperature regulations were extended by President Carter April 15 through January 1981 [**presstime**, April, page 15].

Business

Media ownership: The House Small Business subcommittee chaired by Rep. LaFalce (N.Y.) continues hearings on "mass media concentration" [**presstime**, April, page 16].

Communications act: The ANPA Telecommunications Committee April 2 urged continued vigilance of legislation which might give AT&T a major competitive edge in providing future telecommunications services, including transmissions into the home of information currently carried in newspapers. (See story, page 48.)

Wage and price: The question of whether the nation needs mandatory wage and price controls has become a campaign issue between President Carter (opposes) and Sen. Kennedy (Mass.) (supports). ANPA traditionally has opposed application of controls on the newspaper business [**presstime**, March, page 9].

Telephone solicitation: The Federal Communications Commission has been advised not to attempt to regulate unsolicited commercial telephone calls, according to puolished reports. FCC staff reportedly told the commission that many people actually enjoy receiving the calls and attempts to regulate would be extremely difficult. In Congress, HR 6047, introduced by Rep. Aspin (Wis.), would prohibit unsolicited commercial telephone calls to persons who notify the telephone company that they do not wish to receive them. "The Telephone Privacy Act" has 80 cosponsors but has not yet been set for hearing.

Public printing: The House Administration Committee has approved HR 5424, which would reorganize the Government Printing Office and possibly cut back on the amount of printing contracted out to independent companies.

Transportation: The Senate, April 1, approved a *railroad deregulation* bill (S 1946) which generally gives railroads more flexibility in setting rates. *Truck deregulation* (S 2245 and HR 6418) also is being considered by Congress. The Senate, on a 70-20 vote April 15, passed S 2245, which the Commerce Committee reported March 11. The House is delaying action pending the outcome in the Senate. Both bills would ease entry into the trucking business, increase ratemaking freedom, open rate bureau hearings to the public and limit antitrust immunity in setting rates where only a single carrier moves all the traffic. (See story, page 62.)

Tax

Carryover basis repeal: President Carter April 2 signed the "windfall oil profits tax" bill (PL 96-223) which carries a rider repealing the carryover basis provisions of the Tax Reform Act of 1976. This provision required sellers of inherited property to pay tax on capital gains earned since original acquisition by the deceased. Repeal means the tax again will be paid only on capital gains earned since inheritance. The former ANPA Tax Law Task Force included carryover basis repeal among its recommendations [**presstime**, February, page 10].

Estate tax reform: The January White House Conference on Small Business has increased Congress' interest in adjusting federal estate tax laws to protect family-owned businesses from forced sales upon the death of an owner. The Senate Finance Subcommittee on Taxation and Debt Management conducted hearings on the matter March 24, 28 and April 1. More may be scheduled. Among the bills before the subcommittee is S 2220, introduced by Sen. Nelson (Wis.), chairman of the Senate Select Committee on Small Business. It would exempt from estate taxes up to one-half the value of a family-owned business, but no more than $500,000 in valuation. The Tax Law Action Group is interested in expanding this type of legislation to cover larger, family-owned businesses and to add some of the other recommendations of the former ANPA Tax Law Task Force. In the House, HR 6461, identical to S 2220, has been introduced by Rep. Kramer (Colo.); and Rep. Frenzel (Minn.) has offered HR 6544 which includes relaxation of existing qualifications for extended estate tax payments. Both bills are pending in the House Ways and Means Committee with no action scheduled.

Labor

OSHA cancer program: The Occupational Safety and Health Administration Jan. 22 published its policy for dealing with potential carcinogens in the workplace [**presstime**, April, page 15]. It includes a preamble which lists processes or chemicals that may be "associated" with "increased" risks to workers. OSHA will announce later this year the first list of specific substances it plans to propose for regulation. Meanwhile, a number of non-newspaper organizations have filed suit challenging the legality of the Jan. 22 document.

government/legal roundup

OSHA reform: Hearings began April 1 before the Senate Labor and Human Resources Committee on S 2153, the bill to exempt businesses with good safety records from routine OSHA inspections. The fight over the measure is becoming the major labor-management confrontation of the 96th Congress. Business representatives have charged that OSHA has failed to live up to its stated aims of reducing employee injuries and deaths, has assumed a combative posture toward American business and has cost the taxpayer approximately $1 billion and business approximately $25 billion since its creation in 1971. Organized labor is waging a vociferous campaign against S 2153, maintaining that any needed changes in OSHA can be accomplished administratively and that the legislation is an attempt by management interests to scuttle the safety law entirely [**presstime**, February, page 10].

NIOSH VDT study: Report on a major study by the National Institute for Occupational Safety and Health on risks, if any, associated with the use of video display terminals is scheduled to be released this month. (See story, page 47.) Focus of the study reportedly has been on ergonomics (the study of workers' interaction with their workplace), radiation and industrial hygiene [**presstime**, April, page 40].

Independent contractors: HR 5460, the bill intended to clarify the status of traditional independent contractors for federal tax purposes, remains before the House Ways and Means Committee. Under this bill, the Internal Revenue Service would be prohibited from finding that an independent contractor relationship was one of employment within the meaning of federal income tax regulations if the parties were working under an arrangement characterized by the contractor's freedom to control hours of work and certain other specific factors. The bill would require the withholding of 10 percent of payment made to a contractor, but it contains several exemptions from this requirement [**presstime**, March, page 10, and January, page 16].

Multi-employer pension plans: By the end of April, Congress was expected to pass the comprehensive bill to revise the present system of regulating multi-employer pension plans under the Employee Retirement Income Security Act. The legislation (HR 3904 and S 1076) is designed to shore up the federal law which ensures benefits payable by plans that are maintained by employers and unions under collective bargaining agreements. Principal features include assessment of liability against employers who withdraw from underfunded pension plans and a provision to allow plan administrators to reduce benefits payable to retirees in the event a plan becomes financially unsound. A regulatory and legislative advisory subcommittee of the ANPA Labor and Personnel Relations Committee has been studying the pension measure and monitoring its progress.

National Labor Relations Board: The NLRB is finding it increasingly difficult to obtain enforcement of its decisions by the U.S. circuit courts of appeals. (See story, page 44.)

Postal

Six-day mail delivery: The future of six-day mail delivery is in jeopardy following recommendations by the White House and the House and Senate budget committees to eliminate varying but substantial amounts from the U.S. Postal Service budget. (See story, page 29.)

Board of Governors: The Postal Rate Commission has submitted to the Postal Service Board of Governors a second-round recommendation to establish a three-tiered rate structure for presorted bulk, third-class mail. The USPS board rejected a previous similar recommendation, but the PRC, after reconsideration, again recommended the three-tiered structure. Under the proposal, many advertising circulars could be mailed for as little as $62 per 1,000. The governors also received April 8 a PRC recommendation slightly modifying its position on the Postal Service proposal to implement Electronic Computer Originated Mail. The commission and the White House are supporters of a more competitive system than the Postal Service and its governors appear willing to approve.

Advertising

Cigarette: The Federal Trade Commission appears close to settlement with five cigarette manufacturers over the size, position and form of the health warnings required in cigarette advertising [**presstime**, April, page 29].

Doctor: The American Medical Association's appeal of the FTC ruling on doctor advertising was to be argued during the week of April 28 [**presstime**, December, page 33].

International

UNESCO: ANPA has recommended three persons for appointment to the U.S. National Commission for UNESCO: Joseph P. Rawley, High Point (N.C.) Enterprise; William J. Keating, Cincinnati Enquirer; and Louis Lerner, Lerner Newspapers, Chicago. One will be appointed by the secretary of state. The appointment should improve ANPA's voice in international communications matters [**presstime**, February, page 17]. UNESCO held an intergovernmental conference in Paris to discuss communications assistance for developing nations. (See story, page 37.) The International Relations Subcommittee of ANPA's Telecommunications Committee focuses on the MacBride Report. (See story, page 49.)

Communications policy: The House Government Operations Subcommittee on Government Information and Individual Rights conducted oversight hearings in March on "international data flow." One issue is whether the U.S. government needs a centralized coordinating body to help formulate policy in dealing with international communications issues. □

Programs offer journalists education in law

By C. David Rambo
presstime staff writer

Washington Post reporter Laura Kiernan thought she had a "pretty good working knowledge of the courts and the legal system" until she enrolled in a special Yale Law School program for journalists.

Then she learned that "what I knew was, in fact, quite superficial." Her educational experience became "an incredible efficiency factor" in not only law coverage but also general reporting.

Kiernan is part of a growing number of journalists benefitting from one of the numerous educational programs available to news gatherers who seek better understanding of the law.

Such courses range from the unique Yale project—in which five experienced reporters complete the first year of law school—to one-day, informal workshops sponsored by various organizations across the country.

The **Yale Law School Fellowships in Law for Journalists** was started in 1976 with help from the Ford Foundation. Students' employers—newspapers and television stations—grant them sabbatical leave with full pay in some cases, partial pay in most.

Associate Dean James W. Zirkle says the curriculum leads to a master of studies in law. "It gives the journalists exposure to the same material the law students are studying. It also gives the law students a different perspective," he notes.

Zirkle says journalists from all sizes of news organizations have participated. (Applications should be sent to him at Yale Law School, New Haven, Conn. 06520.)

Another program drawing participants from all across the country is New York University's annual, week-long **Law & Journalism Workshop.** It consists of a "crash course" with classes conducted by regular law school faculty. Instruction is free, but the employer is asked to fund other expenses.

Program Director John P. MacKenzie, a member of The New York Times Editorial Board, urges interested journalists to contact him for a workshop application (Editorial Board, The New York Times, 229 W. 43rd St., New York, N.Y. 10036; (212) 556-7427).

The Ford Foundation since 1974 has cosponsored with local media dozens of weekend **media-law seminars** held around the world.

"We borrow a little bit from Socrates and a lot from sensitivity sessions," explains foundation spokeswoman Jude Dratt. "We bring together journalists, judges, attorneys, prosecutors and sometimes even police chiefs—people who might have an adversarial tension."

The Ford Foundation probably will not sponsor those two-day programs after the end of this year. (See story, page 24.)

Since 1975, the Florida Bar and local media have cosponsored an annual, one-day **Media Law Conference.** Held at various locations throughout Florida, the sessions have attracted up to 500 journalists, lawyers, judges and others who discuss "mutual concerns—defamation, access, ethics—for example," says Florida Bar spokeswoman Jodi H. Ray (Florida Bar, Tallahassee, Fla. 32304; [904] 222-5286).

Other examples of state and local seminars are the Pennsylvania Newspaper Publishers Association **Court Reporters Seminar**, the Texas Press Association's **Media Law Conference** and the **Washburn Law School Media Law Seminar** in Topeka, Kan.

The ANPA/American Bar Association Task Force is encouraging other state press associations and other schools to sponsor similar seminars throughout the country. The press needs to understand criticism from the bench and bar, and legal practitioners need to appreciate difficulties the press has in covering legal issues, notes Co-chairman Joe R. Seacrest, an attorney who is chairman of the board of the Lincoln (Neb.) Journal-Star Printing Co.

The ANPA/ABA group also is considering, among other things, sponsoring films, printed materials and short seminars of its own for "decoding one profession to the other," Seacrest says. □

Book sponsored by ANPA Foundation to help reporters understand the law

Among resources for building an understanding of the American legal system will be a new book by Washington Star reporter Lyle Denniston called *The Reporter and the Law*.

It "examines the legal process step by step and tells when there is news and how to cover it," explains Denniston, who covers the U.S. Supreme Court.

Sponsored by the ANPA Foundation, the book has been endorsed by the ANPA/American Bar Association Task Force. Printing is scheduled for mid-May.

It will cost $16.95 in hardcover and $9.95 in paperback. A multiple-copy discount is available. To order, write Hastings House Publishers Inc., 10 E. 40th St., New York, N.Y. 10016.

Also, a new committee of the Judicial Conference of the United States plans to publish a journalists' court guide to bolster what committee Chairman Irving R. Kaufman, chief judge of the 2nd U.S. Circuit Court of Appeals, has called a "deteriorating" court-press relationship.

Another handbook for reporters on the legal beat will be produced jointly by the Texas Press Association, the Texas Daily Newspaper Association, the State Bar of Texas, the Texas Association of Broadcasters and Sigma Delta Chi.

To be available in September, it will cover topics such as defamation, libel, freedom of information, meetings, public trials, records and reporters' privileges.

Cost is expected to be $12.50 per copy, according to TPA Executive Vice President Lyndell Williams. For more information, contact the Texas Press Association, 718 W. 5th St., Austin, Texas 78701, or the Texas Daily Newspaper Publishers Association, 3701 Kirby Drive, Houston, Texas 77098. □

Court says antitrust immunity not 'grandfathered' by act

The 1970 Newspaper Preservation Act did not "grandfather in" antitrust immunity for newspapers involved in the 22 joint operating agreements in force when the act was implemented, U.S. District Court in Hawaii has ruled.

In response to an antitrust suit brought against it by the city and county of Honolulu, the Hawaii Newspaper Agency argued it was immune under the federal act which allows joint, non-editorial operations between two newspapers when not more than one of them "was likely to remain or become a financially sound publication." The Honolulu Star-Bulletin and The Honolulu Advertiser entered joint operation in 1962.

In rejecting the newspapers' argument, the court said, "If Congress had intended the immunity to extend to all newspaper agreements then in effect (when the act was passed in 1970), it could have said so. And, the fact that it did not, militates strongly against (the newspapers') position."

With the denial of the newspaper agency's request for dismissal or summary judgment, the antitrust case is going forward.

The city and county charge that the agency violates provisions of the Sherman Act; specifically, they accuse the newspapers of establishing a combination advertising rate that was lower than the sum of their individual rates, thereby foreclosing competition in ad sales.

The discovery phase of the case—in which documents relating to the financial health of the Advertiser in the early 1960s will be presented to the plaintiffs—is expected to last until the end of the year.

In a related matter, the court found invalid claims by the city and county that the newspaper agency violated a state statute similar to the Newspaper Preservation Act. □

ABC gives up Ham Jordan story outtakes after sources waive confidentiality

After sources waived their promised confidentiality, ABC News agreed to turn over to a special prosecutor unused film and tapes from the television show "20/20" which were subpoenaed in an investigation of White House Chief of Staff Hamilton Jordan's alleged use of cocaine.

The network maintained that its action in March would not set "bad precedent" because the sources themselves requested that the materials be given up.

In another case involving outtakes, CBS News has appealed a contempt citation issued in U.S. District Court, Newark, after the network refused to comply with a subpoena of outtakes from a "60 Minutes" broadcast. CBS argued that it is protected under the First Amendment from being forced to relinquish unused material of "Burgers to Bankruptcy," a December 1978 report on Wild Bill's Family Restaurants Inc. The subpoena was issued as part of a government suit alleging fraud by the restaurant company.

The 3rd U.S. Circuit Court of Appeals will consider CBS' appeal the week of May 19.

In the ABC case, the network and correspondent Barry Serafin originally argued that "compelled disclosure" was barred by the First Amendment because of confidentiality pledged to the three sources involved. Those sources also were filmed partially on the record.

Under agreement with the prosecutor, ABC turned over only those portions of film and tapes in which its sources discussed what happened on the night of June 27, 1978—when Jordan allegedly used cocaine at the Studio 54 disco establishment in New York City.

Reporters' notes that were subpoenaed will not be turned over. Also under the agreement, no ABC employee will be required to testify before the grand jury. □

Ford Foundation to stop sponsoring press/law seminars

The Ford Foundation "expects not to continue" cosponsoring seminars on law reporting held throughout the world after its communications advisor, Fred Friendly, retires this December, Friendly told **presstime.**

But the foundation "has every hope that they (seminars) will continue . . . I'd be very disappointed if newspapers on their own didn't do this, and I would expect them to continue it," Friendly said.

The former CBS News president added that the foundation "probably" will continue funding another program at the Yale Law School for the next three years before phasing out support. The foundation has heavily funded that year-long program for journalists since it was established four years ago.

Yale Law School Associate Dean James W. Zirkle said the journalism program "in any event will not fold" without Ford Foundation help. Organizers will seek scholarship funding elsewhere. Zirkle said he is confident other money can be found. □

Student editor scores 'stunning' court victory

In what student press activists hailed as a "stunning victory," a federal judge has ruled in favor of a high school student editor who sued his county school board, advisor and principal for censoring articles in the school newspaper.

In *Reineke v. Cobb County School District*, U.S. District Court Judge G. Ernest Tidwell in Atlanta Feb. 21 ordered the release of a confiscated issue of the newspaper, called for publication of all articles previously censored and enjoined school authorities from censoring future material unless it is libelous, obscene or substantially disruptive of the school.

Michael D. Simpson, director of the Student Press Law Center in Washington, said the decision was "a complete vindication of the First Amendment rights of students who staff *official* (his emphasis) student publications." □

Court briefs

The Denver Post is considering whether to appeal an April 14 Colorado Supreme Court ruling that one of its reporters had no state or federal constitutional **privilege to refuse to testify or produce documents** as subpoenaed in a criminal case.

Managing Editor Robert Pattridge said the newspaper and reporter Howard Pankratz could seek reconsideration of the state court decision and/or appeal to the U.S. Supreme Court.

The Colorado court's action was in response to Pankratz's objection to a subpoena from a special Colorado prosecutor. That government attorney wanted Pankratz to reveal what he learned in a meeting with another special prosecutor heading a grand jury investigation of alleged nursing home fraud.

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A California District Court of Appeals judge allowed the preliminary **hearing** of alleged kidnapper Kenneth Parnell to proceed behind **closed** doors April 15.

The appeals court action came after a lower court had ruled unconstitutional a state statute allowing criminal defendants to close their preliminary hearing [**presstime**, April, page 13]. The appeals court gave no explanation for reversing the lower court.

United Press International had unsuccessfully petitioned the California Supreme Court for a reversal of the appeals court order. Those petitions were rejected, and UPI now will ask the state Supreme Court to hear arguments against closed courtroom hearings.

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The Massachusetts Supreme Judicial Court will hear the appeal of Boston Herald American reporter Paul W. Corsetti, found in **civil contempt** March 24 for refusing twice to testify before a Middlesex County grand jury investigating a 1978 murder. Arguments tentatively are set for May 19.

Corsetti, citing First Amendment rights, refused to testify about interviews he held with a suspect in the case. "If I go in and testify, professionally no one will trust me again," Corsetti said. "A source won't come to you and tell you something he feels you should keep confidential if you go to a grand jury and tell all."

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The 1st U.S. Circuit Court of Appeals March 26 upheld a U.S. District Court ruling that the Providence (R.I.) Journal Co. did not violate federal antitrust law in 1973 by rejecting what the court found to be **"misleading advertising"** of Homefinders of America Inc.

"... we would hesitate long before holding that a newspaper, monopoly or not, armed with both the First Amendment and a reasonable business justification, can be ordered to publish advertising against its will," the appeals court said [ANPA General Bulletin 25, July 25, 1979, page 239].

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The attorney for a murder/rape trial defendant has argued that Atlanta television station WXIA violated his client's right to a speedy trial as a result of its objections to a **closed preliminary hearing**.

A Georgia trial court originally closed the hearing without giving opposing parties a chance to comment. WXIA-TV petitioned the state Supreme Court to open the hearing, and the Supreme Court Feb. 5 ordered a hearing held on that motion. That sent the defense attorney, Harl C. Duffey Jr., to the U.S. District Court in Rome, Ga., with his right-to-a-speedy-trial argument.

The federal court has not acted yet on Duffey's March 28 motion.

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The U.S. Supreme Court refused to review the **invasion-of-privacy** case of an Iowa woman who had sued the Des Moines Register and Tribune for identifying her in a story as having been involuntarily sterilized as a teenager.

The Iowa Supreme Court had held that courts "do not have license to sit as censors." Disclosing the woman's name "lent specificity and credibility" to the story, the state court said [**presstime**, December, page 24].

•••

A U.S. District Court judge in Salt Lake City has ruled unconstitutional a 1917 Utah law that **required newspapers to file a statement of ownership** with the state before they could publish anything of a political nature [**presstime**, November, page 31]. Judge Bruce S. Jenkins said the requirement violated First and 14th Amendment rights. □

Hartford dispute settled by court

A federal judge has ruled that Gannett Co. Inc. overstated circulation figures for The Hartford (Conn.) Times when it sold that now-defunct newspaper in 1973 to The Register Publishing Co. of New Haven, Conn.

Then-U.S. District Court Judge Jon O. Newman, now a circuit court judge, set damages at $966,450, but he also found that Register Publishing still owed Gannett $823,957 in purchase payments it withheld after charging Gannett with circulation padding. Newman thus ordered Gannett to pay Register Publishing the balance, or $142,493.

Gannett Chairman and President Allen H. Neuharth issued a public statement describing the verdict as "fair" and saying the circulation figures had been "unintentionally misstated." The court found that the 113,372-circulation figure listed at the time of the sale of The Hartford Times should have been about 8,000 less. □

ABA forum scheduled on communications law

Libel and slander, privacy, access to information, newsroom searches and advertising issues will be among many topics discussed at an American Bar Association forum on communications law June 5-6 at Chicago's Hyatt Regency O'Hare.

The program will be geared particularly for attorneys who do not specialize in communications law, said ABA Staff Director Norman E. Nelson. All interested persons, regardless of profession, may attend, however.

Cost is $150 for forum committee members, $175 for non-members.

For more information, contact Nelson at 1155 E. 60th St., Chicago, Ill. 60637; (312) 947-3853. □

A newspaper guide to copyright law

By Douglas R. Watts

The gathering and writing of news and information represent a large portion of the cost of publishing newspapers, and it deserves to be protected. The federal copyright law provides one of the most important protections available for this work, yet a significant number of newspapers remain unfamiliar with its provisions.

Virtually every legal problem surrounding a newspaper's copyright protection proves the adage, "An ounce of protection is worth a pound of cure."

Copyright procedures are simple. *In all but the most unusual cases, federal copyright protection is free.* A small investment of time now with a newspaper's key staff people and attorney can achieve maximum legal protection, reduce liability from claims of others, preserve a newspaper's rights and save money.

Key provisions

Key provisions of the copyright law affecting newspapers, including revisions which went into effect Jan. 1, 1978, are:

- Most of the material classified as "work made for hire" can be protected for 75 years from the date of publication or 100 years from the date of creation, whichever expires first.
- Protection starts from the moment a work is fixed in tangible form.
- Deposit and registration now are separate elements.
- The judicial doctrine of "fair use" has been incorporated into the statute.
- Ownership of copyright is presumed to be with the author of a work—not its publisher—unless specific criteria are met to change this.

This article on the copyright law is not intended to be, and should not be construed as, legal advice to ANPA-member newspapers.

Watts is an ANPA staff counsel.

The first step in getting the government to recognize a newspaper's monopoly on the right to reproduce its work—its copyright—is a simple one. Claim it.

All it takes is the word "copyright" (or the abbreviation "copr.," or the familiar © symbol), the name of a copyright owner and the year of publication. This has to appear in the newspaper "in such a manner and location as to give reasonable notice of a claim of copyright." There is no "best" place to put the notice; many newspapers find room for it on the masthead.

A single notice of copyright in an edition applies to all of the work in that edition eligible for copyright protection. Nevertheless, many newspapers place copyright notice on especially important articles and on articles they intend to reprint separately. This provides no added legal protection, but it may have a practical effect of providing a stronger deterrent against unauthorized use. This applies, of course, not just to articles, but to photographs and advertising.

After publishing the notice of copyright, the law requires deposit of two copies of the work with the Library of Congress within three months of publication. There are two alternate ways to fulfill this obligation:

(1) The two copies can be mailed directly to the Library of Congress, Washington, D.C. 20559. Failure to deposit will not affect the copyright but could lead to the imposition of fines.

(2) An opportunity for savings exists for newspapers which record their editions on microfilm and, after obtaining "special relief," submit the reels of microfilm as they are filled, rather than editions of the newspaper as they are printed. The ANPA Legal Department will provide member newspapers with more information on this alternative.

Once the newspaper has claimed copyright and satisfied deposit obligations, is it fully protected? Not yet. A newspaper generally cannot enforce ownership of copyright unless it has registered the work.

Registration is a jurisdictional requisite to an infringement suit. That is, it is the admission ticket to court.

Registration may occur at any time during the duration of copyright. However, unless it follows within six months of publication, recovery of statutory damages and attorneys' fees is precluded. Newspapers suing for infringement would be limited to actual damages—which may be hard to prove—and injunctive relief. However, because of the timeliness of a daily newspaper, it is more than likely that an infringement would occur within six months of publication.

Why not register every edition for which copyright is claimed? Many newspapers do. But it's expensive. The cost is $10 plus staff time consumed in completing forms and in record-keeping.

As an alternative to a blanket registration policy, many newspapers register on a selective basis—when they feel there is something in a particular edition especially worthy of protection or especially vulnerable to piracy.

Still other newspapers will register only if they become aware of an actual infringement and if they wish to preserve their right to legal recourse. Some of these newspapers have expressed the belief that the deterrent effect of a copyright notice is of greater benefit than the recovery of compensatory damages.

Scope of copyright

If a newspaper has claimed copyright and satisfied both deposit and registration requirements, is everything covered? Yes. The notice of copyright on an edition will protect all of the work in that edition that is *copyrightable*.

For regular work done by employees of a newspaper, there is no problem. That is considered "work made for hire" and, as such, is owned by the newspaper. However, there are a couple of problem areas which deserve a newspaper's special attention.

One of these concerns is *work done by stringers or freelancers*. The revised law has required newspapers to change their

procedures for obtaining copyright protection for articles and photographs created by stringers or freelancers.

If the newspaper orders the work to be done, even though the creator is not an employee, it can be made a "work made for hire." In order to achieve this result, a newspaper and the author or photographer must agree expressly in writing that the work shall be considered a work made for hire. Perhaps the safest way to do this is through language to the effect that "the parties agree that, for the purposes of federal copyright law, the work shall be deemed a work made for hire." Both parties must sign such an agreement.

If an article or photograph has not been commissioned by a newspaper but is submitted unsolicited for publication, it cannot be converted to a work made for hire. However, a newspaper may still obtain exclusive copyright. The law provides that ownership of a copyright may be transferred in whole or in part by any means of conveyance or by operation of law.

Thus, if a newspaper decides to publish an unsolicited article, and if it desires copyright for the article, *it must obtain a transfer of ownership of copyright.*

Without such a transfer, the newspaper will be deemed to have obtained a one-time right to reproduce the work. Obtaining broader copyright may be important for the newspaper, particularly if it plans ever to publish the article again, or—in the case of a photograph—to send the picture to its morgue for possible reuse at a later date.

One means of obtaining a transfer that a newspaper may wish to explore with its attorney is to stamp on the back of the freelancer's check words to the effect that "acceptance by endorsement constitutes payment in full for the contribution accepted for publication in the (name of newspaper) and transfers to the (name of newspaper), whole, sole and exclusive ownership of copyright for the contribution."

Ad piracy

Although the 1978 changes in "work made for hire" provisions require a newspaper to be more careful in dealing with stringers and freelancers, they also offer newspapers greater protection from ad piracy.

Under the old law, advertising created by a newspaper became the property of the advertiser for whom it was prepared, and it was necessary for a newspaper to obtain an assignment of title. Accordingly, the rate cards of many newspapers carried a provision in which an advertiser agreed to assign title back to the newspaper. Under the revised law, this is all but unnecessary.

Because of the presumption of ownership in the creator of a work, title—and

copyright ownership—will not pass to an advertiser unless there is a written agreement expressly stating that the advertisement is a "work made for hire." Most newspapers currently do not sign such agreements and, except in unusual cases, would be ill-advised to do so.

Because a newspaper retains ownership in the advertising it prepares, its work is copyrightable and would be protected against piracy by the single notice of copyright in the edition.

A different situation is presented if an advertiser either brings in a camera-ready ad or one otherwise ready for publication, or if an advertiser and a newspaper both contribute equally to the work done in creation of an ad.

If the advertiser brings in an ad, copyright will belong to the advertiser. Unless there is a written transfer of copyright ownership—which might be difficult to obtain in this situation—the ad belongs to the advertiser, who is free to use it as often and in as many different publications as he or she sees fit. That means such an ad may be used in a newspaper *and* in its competition.

The question of who will be deemed the author of an ad may be important when its creation is truly a product of a joint effort between the newspaper and advertiser. In such a situation, a newspaper can avoid seeing its work in a competing publication by obtaining an agreement in writing that the copyright belongs to the newspaper.

Exceptions

Finally, every newspaper should be aware that there are two exceptions to its exclusive right to reproduction of copyrighted material.

First, the law has codified the old judicial doctrine of "fair use." This means, for example, that other parties, including competing media, can use without permission portions of copyrighted articles from a newspaper. The statute specifies that the use should be for purposes such as criticism, comment, news reporting and scholarship; and it instructs courts to weigh several important factors. There have been no significant judicial constructions of this section of the law; so currently, much depends on personal judgment.

For example, a local radio announcer probably could read lead paragraphs or significant facts from newspaper articles but could not read an entire article verbatim without running the danger of infringing on copyright. Even if a court would find no infringement and would allow "fair use" in a situation like this, a newspaper may not be without legal recourse. A possible cause of action in equity for unfair competition may be available in some courts.

The other form of reproduction allowed under the law is limited copying rights granted to libraries and archives. Because these rights are narrow, however, they are of little concern to newspapers.

The ANPA Legal Department is available to help member newspapers with copyright procedures and problems. □

Joint operation sought by dailies in Chattanooga

The two daily newspapers in Chattanooga, Tenn., have asked U.S. Attorney General Benjamin R. Civiletti to approve their proposed joint operating agreement.

Printing and commercial operations of The Chattanooga Times and the News-Free Press would be combined in the News-Free Press' facilities, according to an application filed March 24 with the Justice Department. News and editorial functions would remain separate.

It is the third joint operating agreement sought under the Newspaper Preservation Act of 1970, which allows newspapers a limited exemption from antitrust laws if one publication is in probable danger of financial failure. Last November, Civiletti approved the joint operation of The Cincinnati Enquirer and The Cincinnati Post [**presstime**, January, page 19]. A 1974 agreement between the Anchorage Daily News and The Anchorage Times has been dissolved.

The Chattanooga newspapers previously were operated jointly, between 1942 and 1966. □

FTC to drop two parts of planned food ad rule

The Federal Trade Commission has announced plans to drop two parts of its proposed three-part trade regulation on food advertising.

These two parts would have set standards for nutritional claims and required more disclosure of nutritional information in food advertising.

The commission said comments on its deletion plans and suggestions for a voluntary program must be received by July 7.

Also, the FTC on May 7 will hear oral arguments on the remaining section of its proposed regulation, dealing with claims involving the calorie, cholesterol, energy and fat content of food and with use of terms such as "natural," "organic" and "health" in food advertising.

FTC rule-making efforts for food advertising began in 1974 [ANPA General Bulletin, Dec. 20, 1978, page 323]. □

Media still seeking search bill

As the second anniversary of the U.S. Supreme Court's May 31, 1978, decision allowing unannounced police searches of newsrooms approaches, the effort to enact a law overturning the ruling remains unfulfilled.

Both House and Senate Judiciary committees were promising that the latter part of April would see another round of activity on legislation to remedy the outcome of *Zurcher v. The Stanford Daily*, but some proponents were growing restive.

"The history of this proposal is already becoming too long," protested Assistant U.S. Attorney General Philip B. Heymann at a March 28 hearing before the Senate Judiciary Committee which has several anti-search bills pending before it.

"I wonder whether, as time goes on, the chances of our getting something here aren't diminished," Heymann said while testifying on behalf of the Carter administration's bill introduced more than a year ago.

Sen. Birch E. Bayh (Ind.) interrupted Heymann to assure him that he sensed "a deep faith and determination on the part of all of us to come forth with something." But Bayh, a strong supporter of corrective legislation in this matter, was joined at the hearing by only two of the committee's other 16 members.

The committee had bogged down on what the scope of the legislation should be. The administration favors a bill covering only persons involved in First Amendment-protected activities. It would require law enforcement officers to secure a subpoena—which can be challenged in court—rather than just a search warrant before looking for evidence in a newsroom, unless members of the press are suspected of crimes.

ANPA Staff Counsel Douglas R. Watts and representatives of four other media groups testified in favor of extending the bill's protection to all non-suspect third parties. Watts also urged the committee to tighten the bill's exemptions under which searches would be allowed.

The hearing marked the third time ANPA has provided testimony to a congressional panel on the issue.

The House Judiciary Committee is considering broad third-party legislation [**presstime**, April, page 14].

Meanwhile, Washington has become the ninth state to enact a police search bill [**presstime**, April, page 20]. The measure provides press-only protection. □

Don Wright, The Miami News. © 1980. Reprinted by permission.

Postal budget cuts could raise rates plus end 6-day delivery

Proposed cuts in federal postal subsidies could mean not only an end to Saturday mail delivery [**presstime**, April, page 19] but also a second-class rate increase of up to 126 percent for certain newspapers.

The House Budget Committee has voted to slash $836 million from the U.S. Postal Service budget; the Senate Budget Committee has proposed a $600-million reduction; and President Carter has recommended a $250-million decrease.

Postmaster General William F. Bolger has estimated that $250 million could be saved in the first year by eliminating one day of mail delivery. That savings, however, would be considerably less than the compromise subsidy cut expected from Congress.

The House Budget Committee has recommended that the Postal Service make up its internal deficit by dipping into the "revenue foregone" category of federal subsidies. That money, $782 million in fiscal 1980, helps pay for mailings of nonprofit organizations. It also permits relatively cheaper second-class rates for mailing within the county of publication and mailing of less than 5,000 newspaper copies outside the county.

Depending on the amount of cuts in "revenue foregone" appropriations, the non-presorted, per-piece charge of 2.6 cents for fewer than 5,000 copies mailed outside the county could increase as much as 126.9 percent—to 5.9 cents each. The presorted rate in the same category could rise 115 percent—from 2.0 cents to 4.3 cents.

The current "per-pound" rate of 3.1 cents for within-county newspaper mailings could increase up to 74 percent to 5.4 cents; the within-county "per-piece" rate of 1.6 cents could jump 112.5 percent to 3.4 cents.

In effect, such increases would sharply accelerate the incremental, yearly rate increases for those classifications as adopted in 1970 and scheduled to end in 1987. (See story, this page.)

ANPA and the National Newspaper Association were scheduled to testify before a Senate Appropriations subcommittee in late April in opposition to the proposed budget cuts.

Postal authorities have not decided which day's delivery would be halted, although Saturday is most frequently mentioned.

Post office officials also are considering possible cuts in urban and suburban delivery while maintaining all postal services in rural areas.

In a related matter, ANPA Postal Committee member David Dear, president of Dear Publication & Radio Inc., on April 16 urged the Senate Governmental Affairs Committee to pass legislation that would maintain the USPS public service appropriation.

The bill—proposed by Sen. John Glenn (Ohio), chairman of the Senate subcommittee with postal jurisdiction—has little chance of passage, postal observers say. □

Next phased rate increase due in July

Second-class postal rates for publications mailed within the county will increase from 2.8 to 3.1 cents on July 6 under the phasing-in schedule adopted a decade ago.

The per-piece charge in the same category will go up from 1.3 to 1.6 cents.

Also, the per-piece charge for fewer than 5,000 non-presorted copies mailed outside the county of publication will increase from 2.1 to 2.6 cents; it will rise from 1.7 to 2.0 cents per piece for fewer than 5,000 presorted copies mailed outside the county.

The phase-in rate-hike program for all those mail categories is scheduled to end in 1987.

It ended last year for second-class, per pound charges of less than 5,000 copies mailed outside the county.

Meanwhile, the Postal Service Board of Governors has proposed another round of changes, one of which would include a 15.2-percent decrease for in-county rates. □

Canada's Liberals may reintroduce postal reform bill

Legislation to transform Canada's postal department from a government agency to a "Crown corporation" is expected to be reintroduced by the Liberal Party.

But the measure "is pretty much up in the air at this point" in terms of content and legislative priority, said Canada Post spokesman Gord Ferguson.

The proposal, endorsed in concept by the Canadian Daily Newspaper Publishers Association, would allow the postal organization to be run more like a business than a government office.

The "agency" form of Crown corporation, proposed for the postal service, requires the organization to submit its budget to Parliament for approval. But the corporation may request appropriations from Parliament and manage its internal affairs independently—usually not constrained by typical bureaucratic procedure, proponents say.

CDNPA and other groups have cited the possibility of better management and increased efficiency under a Crown corporation.

There also might be an opportunity for labor contracts to be negotiated in a "businesslike" instead of "political" framework. The result could be reduced risk of strikes, according to several sources.

The Crown corporation structure would be similar to that of the U.S. Postal Service, which in 1970 was made an independent organization within the executive branch.

CDNPA General Manager John E. Foy said that of the 5.4 million total daily newspaper circulation in Canada, about 145,000 copies are mailed. □

A Johnny Carson zinger

Johnny Carson of NBC Television's "Tonight" show, on the plan to eliminate Saturday mail delivery:

"The Postal Service reports it has received only 98 letters of protest. Of course, two million were mailed."

After judge's death, legislator seeks to curb Wisconsin press

The Wisconsin Legislature completed its annual session in April without acting on a press-restrictive bill introduced, some lawmakers charged, as "legislative blackmail" to force the removal of the editor of the Green Bay Press-Gazette.

Sponsor of the legislation, State Rep. William Rogers, linked the death of a judge to a series of articles published by the Green Bay daily, labeled the editor, Robert Gallagher, a "headhunter," and said he would withdraw the legislation if Gallagher were fired.

Gallagher has defended the articles about Judge James W. Byers. The judge, who had a history of heart problems, died Feb. 8, 1980, of a heart attack while the newspaper series criticizing his previous handling of juvenile court matters was continuing.

The legislation Rogers introduced after the judge's death would amend the state's privacy act to allow recovery if the press portrays someone in a "false light" that a "reasonable person" would find "highly objectionable." The bill was opposed by various Wisconsin press organizations.

The Green Bay furor is not the first in which legislator Rogers has tangled with editor Gallagher. In 1978, Rogers was implicated in a telephone-abuse scandal uncovered by the LaCrosse Tribune which Gallagher then was editing.

Robert S. Gallagher

An aide to Rogers told **presstime** that the bill will be reintroduced in the next legislative session. Gallagher, however, doesn't expect it to pass.

"The Senate in 1977 deleted the provision, saying it was so vague as to be meaningless and that it might have a chilling effect on radio stations and small newspapers," he said. "The Assembly can reintroduce it every year if it wants to. I know the false light bill won't get by the Senate." □

Also in Wisconsin, officials stop trying to levy sales tax on front-end systems

Bowing to publishers' protests, the Wisconsin Department of Revenue has stopped trying to impose the state's 4-percent sales tax on newspapers' electronic front-end systems.

Larry M. Tobin, legislative coordinator and assistant manager of the Wisconsin Newspaper Association, said the tax has never been applied to equipment used exclusively in manufacturing.

But the state's revenue department last year levied it on four newspapers after contending that their systems also had the "capability" of performing non-manufacturing functions, such as billing.

Revenue department officials said that as a result of a hearing before the Wisconsin Assembly's Revenue Committee, they would not collect the tax.

"They did leave themselves an 'out,' however," Tobin said. "They pointed out that any time computerized equipment is used in areas other than manufacturing, the newspaper would be subject to the sales tax, which is going to pose some problems down the road." □

Providence Journal subsidiary cleared for six cable bids

A Providence (R.I.) Journal Co. subsidiary's application for cable television franchises in six Massachusetts communities does not violate Massachusetts law that bars newspapers from owning cable systems in their "major circulation area," the state's cable TV commissioner has ruled.

Commissioner Jeffrey Forbes, in issuing his advisory opinion April 15, said he found none of the communities near the Rhode Island border was within what he determined to be the Journal's major circulation areas.

The publisher of The Sun-Chronicle in Attleboro, Mass., had protested that the Journal was a competitor and should not be able to bid for a franchise in Attleboro if he could not [**presstime**, March, page 6].

Forbes defined "major circulation areas" as "primarily those areas in which the newspaper is circulated to a substantial percentage of the households, and the areas which, taken together, account for the majority of the newspaper's sales." □

Times Mirror Co. ordered to divest newspaper or 2 Conn. cable franchises

The Times Mirror Co., ordered by a Connecticut regulatory agency to sell either The Hartford Courant or two Hartford-area cable television franchises, is taking the case to court.

The company filed an appeal in Hartford Superior Court April 7, the same day it asked the Connecticut Division of Public Utility Control to reconsider its order or delay the April 1, 1981, divestiture deadline [**presstime**, March, page 6]. The agency denied that petition the next day.

Pending the outcome of the court appeal, the Antitrust Division of the U.S. Department of Justice is leaving open its own investigation into the cross-ownership situation created when Times Mirror acquired the Courant last August. □

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Kay Graham at ANPA helm: 'Progress' is the watchword

By Margaret Genovese
presstime staff writer

You can expect "progress" to be an ANPA watchword during the next two years.

The word came up with regularity in a recent **presstime** interview with new ANPA Chairman and President Katharine Graham in her Washington office. For example:

As chairman of the board of The Washington Post Co., she says the single thing that gives her the most satisfaction is "making progress."

"Whenever something gets done well, or if you add to the company, or if the company grows or the company functions well, it's that kind of thing that gives you pleasure and satisfaction."

As a woman who has made it to the pinnacle in her profession, becoming the first woman in ANPA's 93-year history to hold its highest elected office, she says there is still "great progress to be made" by newspapers in encouraging participation of women and other minorities.

"It obviously is an area of particular interest to me, partly because I am a woman, but partly because I think it's an area where the industry needs to focus some of its attention," she says. "This is an area of some complexity to management, but of enormous opportunity."

As for ANPA, she says the progress she hopes to nurture during the next two years will be "along the lines we've been going and consolidation of moves that have already been made."

Acknowledging the strides made by her predecessors, she notes that she has inherited the organizational groundwork carefully laid by ANPA Vice Chairman Len H. Small before his death in an automobile accident March 10. That tragedy cost Mrs. Graham a close personal friend and propelled her to the head of ANPA two years before she normally could have expected to have been asked to take on the responsibility.

Small, chairman of ANPA's former Action Group on Sites, Facilities and Operations, was instrumental in the recommendation, adopted recently by the Board of Directors, to bring the activities of ANPA's Research Institute—now located in Easton, Pa.—under the roof of an expanded Newspaper Center in Reston, Va.

Mrs. Graham points out that consolidation of the physical facilities "would bring about greater coordination" but notes that periodic reevaluation of the major construction project will have to be made "in light of 20-percent interest rates." If plans continue to get a green light, however, she would like to invite more journalism organizations to share at the ANPA headquarters. This would be "one priority" in her plans to work more closely with state, regional and national press groups.

She also intends to build on ANPA's solid foundation as a champion of press rights and freedoms.

"I think that one of the great things that happened under Al Neuharth was the emphasis on First Amendment rights of the press," she says in reference to her immediate predecessor. "And, I would add to that," she emphasizes.

"I think that in this atmosphere, the press has to explain itself to people in our society. I think we are the recipients of some degree of misunderstanding and emotional heat. I hope that ANPA will lead the way in trying to bring greater understanding of these rather difficult press issues."

Mrs. Graham hopes "to bring to fruition the restructuring and streamlining of ANPA's standing committees so that they address the priorities of the moment."

One of those priorities is to deal effectively with the technological developments she describes as "exciting to the point of being a little hair-raising."

Firm in the belief, however, that newspapers will survive into the foreseeable future "more or less the same way they look today," Mrs. Graham says she will continue to place emphasis on ongoing ANPA research projects into such things as the lightweight ANPAPRESS™, kenaf, a satellite advertising distribution service, new ad-unit sizes and a non-oil-based ink.

If these are changing times for the newspaper business in general, they are also busy ones for The Washington Post Co.—publisher of three newspapers and two magazines, owner of four television stations, as well as a partner in two newsprint mills, the International Herald Tribune and the Los Angeles Times-Washington Post News Service.

The flagship of the company is The Washington Post, the newspaper Mrs. Graham's father Eugene Meyer purchased in 1933. It was published by her husband until his death in 1963. Mrs. Graham became publisher then and guided it during the tumultuous times of the Pentagon Papers and Watergate. Since January of last year, the newspaper has been in the hands of her publisher-son Donald.

Taking on the chairmanship of ANPA unexpectedly has forced some personal adjustment. "I've tried to drop everything peripheral in the way of other activities," she explains. "I think that sometimes if you are very busy, you concentrate better."

Mrs. Graham has proven that theory more than once. Her new responsibilities at ANPA give her an opportunity to do so again. □

Mrs. Graham meets ANPA staff members Deborah Milne and William Blair during visit to The Newspaper Center, Reston.

Use of journalists as agents is wrong-headed CIA policy

By Charles B. Seib

What must the press do to convince the CIA that its love is not only unrequited but a downright embarrassment?

Time and again the spooks of Langley have made almost-promises to accept the argument that journalism and spying don't mix. But each time, they have left a little loophole, saying, in effect, "OK, we'll get out of your life—unless we just can't stand being separated and decide that we need you desperately."

The latest such declaration came from Stansfield Turner, the CIA's director, at the recent Washington meeting of the American Society of Newspaper Editors. It was contained in this statement, as reported in The New York Times:

"We fully share the recognition that journalism, religion and academia have a special importance in our country. At the same time, we recognize that there may be unusual circumstances in which an individual who is also a member of one of those professions may be used as an agent."

Charles B. Seib

Turner said that no American journalist was now actively employed or paid as a CIA agent. But, according to the Times, he said that if he felt such employment was justified in a particular situation "I wouldn't hesitate."

His position—woefully wrong-headed, in my opinion—was made even clearer by his disclosure that as CIA chief he had personally approved the use of journalists for secret operations in three instances, although none of them were actually pressed into service.

Perhaps more distressing than Turner's statements, which, after all, reflected the interests of a man with a job to do, was the support given them a few days later by President Carter. Carter, also appearing before the editors, said that while journalists are not now being used as intelligence agents, this might be done "under extreme circumstances" with his or Turner's approval.

So there you have it: a lack of recognition at the highest level of government of the need to insulate the press, totally and unequivocally, from the taint of involvement in espionage. It is as serious an affront to the First Amendment as any of the U.S. Supreme Court decisions that the press has so vociferously objected to in the past few years.

When I was writing syndicated commentary on the news business, in a single two-year period—January 1976 to January 1978—I wrote eight columns deploring the CIA's subverting of journalists for its own purposes. The first was after a leaked House Intelligence Committee report disclosed that the CIA had 11 full-time secret agents working overseas as journalists in 1975. At that time, I suggested that the First Amendment requires, in intent though not in words, that the press keep faith with the public and that faith is not kept when the line between press and government is breached—particularly when it is breached in a way that taints the press with the suspicion of espionage.

Subsequent columns dealt with later disclosures—involving much larger numbers—concerning earlier CIA use of journalists and the agency's various near-promises to mend its ways. The last of the series, written in January 1978, was in response to arguments at a House hearing by former CIA officials that reporters and spies have a "natural affinity" and that there is no reason why journalistic assignments and espionage assignments cannot overlap.

At that time, Ray S. Cline, who had held high positions in the CIA and in State Department intelligence, made the remarkable statement that journalists moonlighting for the CIA "do not damage the U.S. press in any way unless they undertake so much special work for the CIA that it handicaps them in carrying out their normal duties." He blamed "the extravagant, post-Watergate pretentions to purity and morality" for press objections to what he called a healthy relationship between the press and "the parallel profession of newsgatherers in the CIA."

Admiral Turner has attempted to defuse press objection to his agency's use of journalists by saying that it will be done only in unusual circumstances and only with his approval. But that's not much of an assurance when there is reason to suspect that he, like Cline, sees the objections as mere moralistic quibbling.

It is as serious an affront to the First Amendment as any of the U.S. Supreme Court decisions that the press has so vociferously objected to in the past few years.

Several American press organizations have urged the CIA to renounce, finally and forever, any use of the press. The less-than-satisfactory results of such pleas were made clear by Turner and Carter at the ASNE meeting. Therefore, I suggest another tack: Let American press organizations make it clear to journalists—as opposed to the government—that working for the CIA in any way, for pay or for free, is a violation of professional ethics and should be exposed just as any corruption or betrayal of trust should be exposed.

That is not to say that normal reporter-source relationships cannot exist between press people and CIA people. But it is to say that the line that exists just on the other side of such relationships must not be crossed.

Since the government can't be convinced that it is wrong-headed in this matter, it makes sense for the press to try more vigorously than it has in the past to keep its own house in order. □

Seib, former ombudsman for The Washington Post, is a regular contributor to **presstime.**

Globe's Winship sets priorities for 1980-81 ASNE presidency

The American Society of Newspaper Editors, under the stewardship of Boston Globe Editor Thomas Winship, will continue to oppose forces that threaten the free flow of information, but it also will be dealing ever more directly with concerns such as readership and new technology.

Winship told **presstime** that ASNE priorities for his administration—which began with his election as president at the editors' 1980 convention April 7-10 in Washington, D.C.—will include:

- Continuing ASNE's readership studies because "that (readership) is really the heartbeat of any newspaper"
- Addressing technological change in the newspaper business, particularly advancements in telecommunications which are "coming on so fast it makes you feel desperate"
- Examining the implications of computerized newsrooms. Computers, Winship said, could lead to "a lessening of human relations" among the staff members. "You can sit and stare at the screen all day and communicate all over the building without ever seeing anyone."
- Upholding freedom of information. The editor pointed out that the recent "flood of subpoenas" against reporters and newspapers and increasing court decisions limiting free press make action in this area all the more urgent.

More than 900 editors, family members and guests attended the convention, making it the largest ever for the organization. President Carter, the other major presidential candidates and several other current and former government officials addressed the group.

Winship's views on freedom of information were fortified by a report to the convention from the ASNE Freedom of Information Committee which warned that "attacks on the free flow of information to the public" are "intensifying."

Specifically, the group said the Freedom of Information Act "is in danger of being rendered almost completely useless." Many government agencies, it added, are trying to "capitalize on what they sense is a favorable congressional climate to escape from provisions of the FOIA."

The committee, chaired by Charles W. Bailey, editor of The Minneapolis Tribune, suggested that ASNE members "urge your (congressional) representatives to insist on full hearings for any proposal to exempt any agency from FOIA coverage."

Newspaper economics and new technology were addressed by Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., who encouraged editors to be more mindful of how newspapers fulfill their profit-making role.

"Editors generally understand and place emphasis on credibility, but they have not been as concerned about relevance," Marbut explained. "Yet, the editor is the key to making the newspaper relevant to the marketplace of the '80s. Thus, he cannot ignore the economic side of the equation."

Marbut cited "the current momentum toward targeted magazines, targeted radio, targeted CATV, targeted shoppers and targeted alternate distribution systems, including the U.S. Postal Service." There will be "new competitors, companies we never dreamed would be in our own backyard. Some have already crawled under the fence," he warned, companies like "Warner Communications, H&R Block and GTE.

"Developments are afoot to try to sell the consumer a Radio Shack computer that would distribute information directly into the home—information that heretofore has been in our newspapers.

"Who will it be tomorrow?" he asked. "American Express? AT&T? The U.S. Government?" (See related story, page 48.)

The editors also learned of a readership study now in progress which found, preliminarily, that readers—particularly occasional ones—like a "summary index." They also prefer larger headlines and body typefaces, reporters' biographies and "bold-but-neat" front pages.

Thomas Winship

The study, by Ruth Clark of Yankelovich, Skelly and White Inc., also indicated that readers tend to turn away from long and heavily punctuated leads.

Other convention speakers included AFL-CIO President Lane Kirkland, administration inflation fighter Alfred Kahn, CIA Director Stansfield Turner, national security assistant Zbigniew Brzezinski and Agriculture Secretary Bob Bergland. □

Newsroom guide to polls sent to ANPA members

A copy of the recently published *Newsroom Guide to Polls and Surveys* [**presstime**, March, page 27], sponsored by the ANPA News Research Center at Syracuse University, was mailed to all ANPA-member newspapers in April.

Additional copies of the 80-page paperback book are available for $12.50 each from the ANPA Public Affairs Department at The Newspaper Center.

Newsroom Guide to Polls and Surveys was written by Indiana University journalism Professor G. Cleveland Wilhoit and Associate Professor David H. Weaver, who also is director of the school's Bureau of Media Research. The book is designed to help newsroom personnel understand, analyze and write stories about polls. □

Now it's newschild; but product is grown up

By C. David Rambo
presstime staff writer

National press corps, be forewarned: Children's Express will cover the Democratic and Republican nominating conventions this summer. It is earnest advice, for Children's Express scooped the world at the last Democratic convention with its exclusive report that Jimmy Carter had chosen Walter F. Mondale as his vice presidential running mate.

"At the very minimum, we will be doing a Children's Express newspaper at both conventions," says New York attorney Robert Clampitt, who founded the "by-children-for-children kind of service" five years ago and now heads a small, New York City-based staff of adults that works with reporters 13 and younger.

Most likely, the youngsters again will produce two newspapers per convention, with teams of 16-20 reporters at each, he says. The papers, tabloids, probably will consist of four or eight pages, similar to the last convention editions, Clampitt notes. Distribution details must be worked out. Last time, the newspapers were given away, mostly, by the youths themselves.

Children's Express recently made more journalism history by crossing the Thailand border and visiting a Cambodian refugee camp for an article that appeared April 3 in Rolling Stone.

Two 13-year-old reporters and an 18-year-old editor, accompanied by Clampitt, made the trip. Using a French newsman's expired press pass, they became part of a small group of journalists who have managed to reach the camps since the 1975 Communist takeover of Phnom Penh. The team also visited several refugee camps in Thailand and Cambodia.

An example of Children's Express-style journalism from the trip:

"If you smile at them (children in a refugee camp) once, a bond develops very quickly.

"I'm walking down a rocky road holding the hand of a very cute little boy who I befriended for life by giving a silk bandanna I bought in Bangkok. I don't know why I did it; it was my favorite thing I have here in the world. But he wanted it, and I got a feeling inside—I just started to choke. I made a little child happy; it felt good. He's been following me ever since, and won't let go of me. He's an 'unaccompanied minor.' He doesn't have a mother or a father. This little kid is starved for affection."

As they pursue a story such as the one about refugees, the young reporters use a tape recorder to store their thoughts and feelings.

The adult staff then "edits" all material into story form.

A staff of 14- to 18-year-olds does "logistical work," such as photography and videotaping.

"In the end, it usually makes fascinating reading for children and adults," Clampitt says, noting that works published to date include a book (*Listen to Us—A Children's Express Report*) and a Rolling Stone cover story about child actress Brooke Shields. The organization produces no regular newspaper or magazine.

Children's Express originally dealt with typical "child"-interest projects. "But those initial ideas were superficial, we see now. The truth is that most of the things out there are interesting to children," Clampitt notes.

IT'S OFFICIAL: MONDALE/CARTER!

CHILDREN'S EXPRESS

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EXCLUSIVE INTERVIEW

DALEY ON '68: 'IT NEVER HAPPENED'

MAKING OF THE PRESIDENT, 2004: 6 YEAR OLD MAPS FUTURE WHITE HOUSE PLATFORM

CHICAGO MAYOR CLOSES EYES, REWRITES HISTORY

"We have covered things from serious children's issues to political events and in-depth interviews," he says. Staff members interviewed Sen. Hubert H. Humphrey shortly before his death.

A Children's Express project that was an offshoot of its Cambodian trip is "Child for Child," which Clampitt calls "a program of advocacy and support for refugee children."

It involves youngsters' spreading the word on the Cambodian refugee children problem by discussing the issue at home with their families, at school and in the community. They also are encouraged to write letters to refugee children "in very much the same spirit that Americans have written to the hostages in Iran" and to tell them, "We know you're in there and we care," Clampitt says.

"What it would mean to the spirits of refugee children to have bags of mail coming in from American children cannot be measured in words," he notes.

"Responsibility transforms people. Responsibility is a transformation process," the founder continues. That's why not only journalists but also academicians and child development practitioners—who are "concerned about the delays in our society in placing responsibility"—have shown interest in the organization.

Children's Express has worked with over 2,000 children in its five years. Most have been of "average" ability, Clampitt notes. It has 100 to 150 "regulars or quasi regulars" at any given time.

Clampitt says the organization is funded "meagerly and precariously" on a project basis by foundations and other sources. Story and project ideas may originate from the child reporters, the teen editors or the adult staff.

Children generally learn of the organization through articles written about it or at school. And when they inquire, Clampitt sends them "a whole how-to-do-it kit" for getting involved in local journalism—whether it be through their local newspaper, school newspaper or other medium, he explains.

Clampitt's address is 20 Charles St., New York, N.Y. 10014; (212) 924-9171. □

Editors say more leeway on group-owned papers

Do editors of "independent" newspapers have more editorial leeway than their counterparts on group-owned newspapers?

Not according to group editors responding to a recent survey, which showed that 85 percent of them do not consult with company headquarters on "controversial" editorial issues. Only 27 percent of editors of independently owned papers said they do not check with the owner in such instances.

The survey, conducted by the ethics committee of the American Society of Newspaper Editors, also showed that 45 percent of the group editors claim their views are "never in conflict" with those of headquarters, while only 6 percent of independent editors say they are never at odds with the owners.

ASNE released the results at its convention April 7-10 in Washington. Findings were based on 647 responses to 1,682 questionnaires mailed to chief editors at U.S. daily newspapers [**presstime**, December, page 29].

Following are 10 key questions among the 49 contained in the questionnaire, and the responses given them:

• *"Do you ever consult with group headquarters (owners) before taking an editorial stand on a controversial issue?"*

	Group	Independent
Consult	11%	71%
Do not consult	85	27
Other	4	2

• *"How often are your views in conflict with group headquarters (the owners?)"*

	Group	Independent
Frequently	5%	3%
Sometimes	24	34
Infrequently	24	57
Never	45	6
Other	2	

• *"How concerned are you personally about the increasing concentration of newspapers in a few newspaper groups?"*

	Group	Independent
Very concerned	23%	51%
Somewhat concerned	38	33
Slightly concerned	23	11
Not concerned at all	16	5

• *"How are these differences resolved?"*

	Group	Independent
Go our own way; local autonomy prevails	32%	8%
Discussion, compromise	19	53
Group headquarters wins	10	
Owner or publisher wins		22
They aren't resolved	8	1
Refrain from editorial comment	1	1
No answer	30	16

• *"An editor's ability to effectively use his or her newspaper to serve the community is often compromised by group ownership."*

	Group	Independent
Strongly agree	4%	22%
Somewhat agree	25	53
Somewhat disagree	29	21
Strongly disagree	42	4

• *"The newspaper groups, if left unchecked, will stifle competition and exert undue influence on the thinking of the whole country."*

	Group	Independent
Strongly agree	6%	28%
Somewhat agree	33	43
Somewhat disagree	35	21
Strongly disagree	26	8

• *"Who determines your paper's editorial position on a controversial issue (record for as many as apply)?"*

	Group	Independent
Editor	73%	69%
Publisher	53	56
Editorial board	29	27
Group headquarters	2	
Owners		15
Others	8	4

• *"Would you prefer to work for a group newspaper or an independent newspaper, or wouldn't it make any difference?"*

	Group	Independent
Group	27%	3%
Independent	19	76
No difference	54	21

• *"How satisfied are you personally with ... relations with group headquarters (the owners of the paper)?"*

	Group	Independent
Very satisfied	56%	69%
Somewhat satisfied	31	19
Somewhat dissatisfied	10	8
Very dissatisfied	3	1
I'm the owner		3

• *"How would you rate your newspaper on the quality of its coverage of the news areas listed below?"*

	Group	Independent
Local/community news		
Excellent	67%	78%
Good	31	19
Fair	2	3
State news		
Excellent	13%	14%
Good	57	59
Fair	26	24
Poor	4	3

Paper wins access to background file

The Evening Sun of Baltimore has won —for the time being, at least—a tug of war with the Maryland General Assembly's record-keeping department over release of background files on proposed legislation.

Sun reporters earlier this year requested access to bill-drafting files retained by Maryland's Department of Legislative Reference. That agency's directo subsequently decided not to open the files, basing his decision on a state attorney general's ruling that they should be closed.

One day later, legislative leaders proposed bills which would reverse the existing requirement that the files remain "open to the inspection of the public."

This led to a court-filed memorandum of understanding allowing the newspapers to inspect and copy the requested documents except materials detailing communications between legislators or their staffs and persons employed by the legislative branch of state government. Those records can be viewed only upon consent of the legislator who filed them.

"It's a closed case until some legislator decides he doesn't want to open his file," said a Maryland Senate staff member. □

Survey shows gains in public access to nuclear power info

Public access to information on nuclear power emergencies improved in the year following the Three Mile Island accident, an informal survey of utility, government and media representatives indicates.

The Media Institute of Washington, D.C., a business-oriented research firm that conducted the poll, also said most respondents indicated compliance with public information recommendations of the President's commission investigating the Pennsylvania incident.

That panel urged federal agencies, state governments and utilities operating nuclear power plants to improve methods of informing the public about nuclear emergencies. It also encouraged the news media to become better informed about nuclear power [**presstime**, December, page 30].

In the survey:

- Of the 12 newspapers which responded (27 were queried), 91 percent reported that a staff member has been designated to cover nuclear power issues.
- More than half of the 49 responding TV network affiliates and more than a third of the 36 responding radio stations also claimed to have full-time news personnel covering nuclear power.
- Seventy-five percent of responding utilities have improved ways to answer press inquiries and have begun to hold media seminars on nuclear power.

Byron Callan, spokesman for the Media Institute, said the survey is incomplete, however, because there was no response from national news magazines. And there was only a 2-percent response from national broadcast networks, compared to an overall rate of 37 percent.

Newspapers posted a 44-percent response rate; television network affiliates, 37 percent; radio stations, 61 percent; utilities, 54 percent; state governments, 43 percent; reactor manufacturers, 60 percent; the Federal Emergency Management Agency, 100 percent; and the Nuclear Regulatory Commission, 67 percent. □

U.S. urges speedy development of 3rd World communications

By Marna Perry
presstime staff writer

The United States is urging formation of a "communications development consultative group" to speed development of national communications systems in emerging nations, a State Department spokesman said.

William Harley, consultant to the State Department's UNESCO commission, told **presstime** the plan is designed to counter a non-aligned nations' proposal to form an institute within UNESCO, using UNESCO funds, to develop those communications systems.

He said the proposed consultative group would include UNESCO, the United Nations Development Program and the World Bank.

"The non-aligned nations have a strong allegiance to UNESCO," Harley said, "but we want to keep this out of the purview of UNESCO only."

As **presstime** went to press, UNESCO was holding an Intergovernmental Conference on Communication Development in Paris, and Harley said he expected "some kind of compromise" to be reached.

But he warned that U.S. allies "haven't been too concerned about this move on the part of the Group of 77 (the non-aligned nations, led by conference President Mustafa Massmoudi of Tunisia) to keep everything under UNESCO."

He said the Paris meeting could end in "a stand-off, with the entire issue referred to the UNESCO General Conference in Belgrade (Yugoslavia) in September" [**presstime**, April, page 9]. □

ANPA Telecommunications Committee calls for continued alert over MacBride Commission recommendations. See story, page 49.

10 Fulbrights available for journalism

Ten Fulbright awards for Americans in journalism and mass communications are among approximately 500 such scholarships available in nearly 100 countries for the 1981-82 academic year.

Countries designated for the journalism-mass communications programs are Colombia, India, Jamaica, Japan, New Zealand, Nicaragua, Portugal, Sudan and the USSR. In addition, applications "in any field" are accepted for lecturing or research in many countries.

Applicants must be U.S. citizens. Teaching awards usually require postdoctoral college or university teaching experience in the field of application; research awards require a doctoral degree or comparable professional qualifications.

Copies of the 1981-82 Fulbright announcement booklet can be obtained from the Council for International Exchange of Scholars, Dept. N., 11 Dupont Circle, Washington, D.C. 20036; (202) 833-4950. □

Journalist's release ordered

Pakistani authorities have ordered the release of journalist Salamat Ali, correspondent of the Hong Kong-based Far Eastern Economic Review, who was jailed last November for writing an article about unrest in Pakistan's Baluchistan Province [**presstime**, April, page 7].

ANPA and other organizations had urged Pakistani authorities to reverse Ali's sentence. □

Brazil newspaperman named IAPA manager

Ruy P. Barbosa of Brazil has been named general manager of the Miami-based Inter American Press Association, succeeding James B. Canel, who retired May 1.

Barbosa, a graduate of the law school of the Pontificia Universidad Catolica De Sao Paulo, began his journalism career in 1960 as a reporter for the Gazeta de Ipiranga newspaper. Since 1964, he has been connected with O Estado, a Sao Paulo newspaper, in a variety of capacities, and with Radio Eldordo. □

NRP budget set at $958,700 for FY 1980-81

The Newspaper Readership Council April 11 approved a $958,700 fiscal 1980 budget for its Newspaper Readership Project [**presstime**, November, page 34], an amount lower than the $1.2 million budgeted for each of the project's first three years but reflecting no substantial change in real dollars, according to Robert L. Burke, ANPA director/readership and training.

Funds for the year beginning June 1 will be allocated as follows: (For specifics on budget items, see accompanying chart.)

- administration and communications, $363,700
- research, $298,000
- promotion, public relations and Newspaper in Education, $197,000
- training, $94,000
- equipment and systems development, $6,000.

Funds for the coming program year will be provided by special fund raising ($800,000) and by sales of promotion and training materials ($158,700).

Newspapers: aid to family conversation

The majority of school-age children in America are stimulated to read newspapers not only because the publications are coming into the home and their parents read them, but also because newspaper stories spark family conversations.

Those findings are part of the fourth of five analyses by the Newspaper Advertising Bureau of the Newspaper Readership Project's 1978 nationwide study of children and the media.

NAB's recently released report, "Mass Media in the Family Setting," was based on interviews with 1,156 children and their mothers in 817 households across the country. The children were a representative sample of 6-to-17-year-olds in American homes, said NAB researcher Thelma Anderson, one of the study's authors. She called the project a "benchmark study" in that it was the first "that covers kids right through the spectrum of their school years and is based on a nationwide sample."

Nine out of 10 families surveyed make newspapers available at least one day per week; more than eight out of 10 buy weekday newspapers; 70 percent get newspapers every weekday; and 71 percent regularly bring Sunday newspapers into the home, the report said.

The most frequent reading (in 81 percent of the cases) occurs in homes with annual incomes higher than $20,000 and whose occupants are more educated.

Anderson said the soon-to-be-completed fifth analysis, "Media Habits of Children and Adolescents," will examine school-age children's use of all media.

The study also showed that mothers reported 54 percent of the children to be newspaper readers, while 61 percent of the children themselves claimed they read the paper.

In the 15-17-year-old group, readership among children climbed to 72 percent, acording to the mothers' observations, and to 81 percent, according to the children.

While most mothers (85 percent) approved of their children's newspaper reading, a majority (77 percent) also approved of their watching television. For 58 percent of the children, however, there were family rules on what kind of television programs to watch.

NAB reports are available from the Research Department, Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y., 10017; (212) 557-1800. □

Newspaper Readership Project 1980-81 budget

PURPOSE	EXPENSE
Administration and Communications	
Staffing, travel, communications, general support	$265,000
Editors' Exchange	70,000
Newspaper Readership Report	16,700
NRP custodian account expenses	12,000
	$363,700
Research projects	
Summaries of research	$ 16,000
Diary study of readership	50,000
Editors' workshop	12,000
Newsroom attitudes	40,000
Mining existing studies	16,000
Effects on newspaper reading of changes in personal status	32,000
Newspaper in Education evaluation	50,000
Analysis of media and market data	40,000
Older readers	12,000
Newspaper sections	10,000
Sunday editions	5,000
Single copy sales	15,000
	$298,000

PURPOSE	EXPENSE
Promotion/public relations/NIE	
Two in-paper promotion campaigns	$ 48,000
ANPA NIE field advisor programs	33,000
Slide presentation: Freedom of the Press	25,500
Slide presentation: How to read a newspaper	25,500
Field advisor for readership committees	65,000
	$197,000
Training materials	
Presentation on how to recruit youth carriers	$ 25,500
Presentation on how to build single copy sales	25,500
Promotion/materials for in-plant circulation workshops	5,000
Manual: How to conduct carrier meetings	8,000
Weighted application for district managers	16,000
Booklet: Highlights of study on carriers/non-carriers	8,000
Aid to Empire State College circulation program	6,000
	$ 94,000
Equipment systems development	
Develop specifications to produce occupied housing units lists	$ 6,000

Single-copy buying not 'on impulse,' new study shows

Most single-copy newspaper purchasers in San Jose, Calif., "are attracted by special sections, by the latest stock quotations and by the real desire to keep up with the news." The purchases were made for reasons "beyond impulse-buying."

That is the most noticeable result of a recent survey of single-copy sales in the California city, but it isn't the only important one, Thomas Holbein of the Dallas-based marketing research company Belden Associates, told **presstime.**

The survey also showed:

- The three subjects with least readership appeal to single-copy purchasers are crime and police news, young people and their activities, and family and marriage items.
- Tops in readership interest were local, area and state news; business and industry news; and news about spectator sports.
- Headlines and other front-page treatment are not major factors in motivating single-copy sales. □

8 of 10 Floridians read a daily paper, FPA says

Eight out of 10 Floridians regularly read a daily newspaper, a Florida Press Association readership survey found.

And while that number is consistent with other state and national findings, Florida Press Association Executive Director R. E. Ivory says it is significant because Florida has a "very transient" population which lacks longstanding community ties.

The poll—conducted by Florida State University—also found that seven out of 10 Florida residents turn to newspapers before any other advertising medium to find where to shop, what products cost and where to find the best buys.

Newspapers also outdistanced other media in credibility for local, national and international coverage.

For more information on the survey, contact the Florida Press Association, 306 S. Duval St., Room 204, Tallahassee, Fla. 32301. □

21 newspapers named winners in Safe Driving Campaign

Twenty-one daily newspapers have been named award winners in the Annual Safe Driving Campaign cosponsored by ANPA and the International Circulation Managers Association.

Awards went to the three newspapers with the best safety records in each of seven circulation categories in two divisions. All participating newspapers which had no newspaper delivery-vehicle accidents in 1979 received a merit certificate.

The 1979 program involved 565 newspapers which operated 9,860 vehicles a total of 231,971,981 miles; the overall accident rate was 1.79 per 100,000 miles. Participating newspapers in the 39-year history of the campaign have recorded the equivalent of over six billion miles of driving on an around-the-clock basis with an accident rate of only 1.74 per 100,000 miles.

The ANPA-ICMA Safe Driving Campaign is intended to curb fatalities and injuries and to reduce insurance premiums for vehicles used in newspaper delivery.

Following are the 1979 winners:

Private motor carrier division

Group A: newspapers with daily circulation up to 20,000: 39 newspapers operated 150 vehicles 2,953,441 miles with 44 accidents.

- First place: **Agana (Guam) Pacific Daily News** operated 18 vehicles 192,430 miles without an accident.
- Second place: **Stroudsburg (Pa.) The Pocono Record** operated five vehicles 178,828 miles without an accident.
- Third place: **Alpena (Mich.) News** operated three vehicles 120,422 miles without an accident.

Group B: newspapers with daily circulation 20,001 to 50,000: 125 newspapers operated 887 vehicles 17,401,463 miles with 305 accidents.

- First place: **Santa Monica (Calif.) Evening Outlook** operated 38 vehicles 598,036 miles without an accident.
- Second place: **Joplin (Mo.) Globe** operated 14 vehicles 437,162 miles without an accident.
- Third place: **New Bedford (Mass.) Standard-Times** operated 22 vehicles 410,905 miles without an accident.

Group C: newspapers with daily circulation 50,001 to 100,000: 83 newspapers operated 843 vehicles 17,565,320 miles with 403 accidents.

- First place: **Salem (Ore.) Statesman and Journal** operated 60 vehicles 778,753 miles with three accidents.
- Second place: **Trois-Rivieres (Quebec) Le Nouvelliste** operated two vehicles 238,856 miles with one accident.
- Third place: **Chattanooga (Tenn.) Times** operated 27 vehicles 322,226 miles with four accidents.

Group D: newspapers with daily circulation in excess of 100,000: 165 newspapers operated 4,453 vehicles 111,157,931 miles with 3,054 accidents.

- First place: **Orlando (Fla.) Sentinel Star** operated 28 vehicles 824,220 miles without an accident.
- Second place: **Van Nuys (Calif.) Valley News** operated 46 vehicles 808,000 miles without an accident.
- Third place: **Greenville (S.C.) News & Piedmont** operated two vehicles 17,265 miles without an accident.

Contract motor carrier division

Group A: newspapers with daily circulation up to 25,000: 59 newspapers operated 898 vehicles 16,880,372 miles with 41 accidents.

- First place: **Kokomo (Ind.) Tribune** operated 42 vehicles 954,772 miles without an accident.
- Second place: **Rome (N.Y.) Daily Sentinel** operated 37 vehicles 561,575 miles without an accident.
- Third place: **Hammond (La.) Daily Star** operated 18 vehicles 473,149 miles without an accident.

Group B: newspapers with daily circulation 25,001 to 100,000: 80 newspapers operated 1,521 vehicles 34,773,657 miles with 80 accidents.

- First place: **Rockford (Ill.) Morning Star** and **Register-Republic** operated 113 vehicles 1,618,841 miles without an accident.
- Second place: **Muncie (Ind.) Star & Press** operated 49 vehicles 1,279,754 miles without an accident.
- Third place: **Topeka (Kan.) Daily Capital** and **State Journal** operated 15 vehicles 1,112,559 miles without an accident.

Group C: newspapers with daily circulation in excess of 100,000: 35 newspapers operated 1,108 vehicles 31,239,797 miles with 236 accidents.

- First place: **Wichita (Kan.) Eagle and Beacon** operated 62 vehicles 1,821,412 miles without an accident.
- Second place: **Quebec City (Quebec) Le Soleil** operated 16 vehicles 234,716 miles without an accident.
- Third place: **Des Moines (Iowa) Register** and **Tribune** operated 131 vehicles 6,028,634 miles with two accidents. □

Computerized circulation symposium set

One year after the highly successful, first conference of its type [**presstime**, November, page 38], a second Circulation Computer Systems Symposium will be conducted Oct. 8-10 in Chicago.

The agenda will include workshops on implementing automated circulation systems and improving existing ones.

ANPA, the International Circulation Managers Association, the Institute of Newspaper Controllers and Finance Officers, and the Equipment and Systems Development Committee of the Newspaper Readership Project will sponsor the event at Chicago's Marriott Hotel.

Details will be mailed soon to members of the sponsoring organizations and to participants of the 1979 seminar held in Dallas. Others may contact the ANPA Training Services Department at The Newspaper Center for additional information. □

Retailers are optimistic for 1980s and beyond

By Jack Kauffman

Last year, general merchandise and apparel retailers devoted more than $3.2 billion to newspaper advertising. They are our biggest customers. So naturally we are concerned about what they think about where they're heading.

Jack Kauffman

Early in the '70s, the Newspaper Advertising Bureau undertook such a study, "The Future of Retailing," and we did it again to usher in the '80s. This latest study, "Retailing into the 21st Century," reflects the in-depth opinions of 170 retail experts, nearly all of them major executives in retailing firms.

In looking ahead, these retailers had to think about more than retailing. They also had to consider such problems as inflation, energy shortages, urban decay, economic growth and trends in productivity.

But it is their thinking as retailers about trends which most closely affect their fields of expertise that is of particular interest to newspaper people.

These retailers are basically optimistic about the retail business. They expect increases in sales from the growth in population and from the even more rapid expansion of the workforce as more women and more oldsters hold jobs. In fact, nearly half of these leading retail executives—46 percent—expect per capita consumer spending in "real dollars" to be one-third higher than present levels by the year 2000.

Specifically, they point to leisure-time activities and products as growth areas, and they foresee a continuing expansion in the proportion of consumer dollars devoted to services.

But how will retailers go about cashing in on their opportunities? They foresee certain changes. For example:

- Two-thirds of the retailers in the study think specialty stores will increase their share of the market by 20 percent. Similarly, a majority believe that the number of boutiques within department stores will increase, and that boutiques will double their share of department store sales by the mid-1980s. Overall, 88 percent of the retail experts look for increasingly specialized, in-depth inventories targeted to specific market segments.
- Nearly two out of three look for a five-fold increase in the number of "theme centers" such as Ghirardelli Square in San Francisco or Faneuil Hall in Boston which are specialty store clusters without major anchors.
- Three quarters believe that a renewed emphasis on the pleasurable or social aspects of shopping will lead almost all new stores to locate close to a variety of competitors in a single shopping complex.
- Two out of three expect that the number of stores located in large office complexes will double.
- About half think that energy conservation will reduce the size of the typical shopping center trading area by a third.

So the focus will sharpen not only by kind of customer, but also by geographic market area. At the same time, half the retail experts expect that the actual number of items carried by the average store will decline 20 percent by the end of the decade.

The implication, of course, is that the more precisely targeted inventories will increase the efficiency of the retailer's merchandising efforts.

Interestingly, the merchants do not believe they will accomplish these objectives automatically. They will have to go after the business. The study questionnaire asked whether the net advertising-to-sales ratio for general merchandise retailers is likely to move up to 3.5 percent of sales (from the current level of less than 3 percent) in the foreseeable future. One out of three respondents said yes.

And, generally, they believe that retail advertising, like retail inventories, will zero in on more clearly defined customer targets.

Newspapers also are changing, and some of these changes will help stores realize their objective of directing their advertising messages to more sharply defined market segments.

For example, 65 percent of the daily newspapers with circulations of more than 100,000 have zone editions—57 percent for editorial content and advertising and 8 percent for advertising only—and nearly half (45 percent) had introduced them within two years of a recent bureau survey.

Many newspapers also reported having recently added new editorial sections and features to attract readers with special interests or lifestyles. In addition, 81 percent said that they position advertising near appropriate editorial material—some with and some without extra charge or other restrictions.

So there's no doubt about it. The retail world is changing, but the daily newspaper is keeping pace. □

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to **presstime**.

Newspaper ad income up

The Newspaper Advertising Bureau reports advertising in daily newspapers continued to post gains early this year, up a cumulative 15.4 percent in January and February 1980 over the same period last year.

Expenditures in the first two months totaled $2.2 billion.

In February, advertising increased 16.9 percent over the same month last year. All categories were up over February 1979, national by 20.9 percent, retail by 15.1 percent and classified by 17.7 percent.

For the two-month period, increases by category were: national 19.2 percent, retail 14.1 percent and classified 15.3 percent. □

Craig C. Standen

Standen joins NAB president's office

Craig C. Standen, director of marketing services for the R. J. Reynolds Tobacco Co., has been named to the new position of executive vice president for sales of the Newspaper Advertising Bureau, effective June 1.

In addition, the 37-year-old Standen will become a member of a new, three-man office of the president to include NAB President Jack Kauffman and Leo Bogart, executive vice president and general manager.

Industry sources speculate that Standen could be a prime candidate to succeed Kauffman, who has announced his intention to retire in June 1982.

Prior to joining R. J. Reynolds in 1973, Standen was with General Foods Corp. for three and a half years. He is a 1964 graduate of Denison University and received a master's degree in business administration from Northwestern University in 1966. □

Job ads jumped 25.7% in '79

U.S. daily newspapers carried $1.2 billion worth of employment classifieds in 1979, an increase of 25.7 percent over 1978, the Newspaper Advertising Bureau reports.

Classified employment advertising accounted for 26.3 percent of all classified advertising in 1979, compared to 24.5 percent the year before. □

Ad executive suggests ways papers can gain national ads

Newspapers "should do better" than the 8-percent share of national advertising revenue they garnered last year, "much better."

Having said that, William H. Genge, chairman of KM&G International Inc., an advertising and public relations holding company, told Scripps-Howard Newspapers managers recently the three things he believes newspapers should do to attract more national advertising:

• Newspapers must recognize the need to make available market research data—"comparable from market to market and paper to paper."

That information should cover "newspaper audience reach, frequency and frequency distribution," coupled with "solid demographic data on newspaper audiences," Genge said.

• Newspapers should bring higher national ad rates more into line with local rates.

"Frankly, we can't see any persuasive rationale for such discrimination, including the old saw that local accounts cost you less to handle," he said. "That's nonsense. Actually, they cost more. The national advertiser's agency does the creative, supplies complete mechanical material and even collects the money for you. At the most, national advertisers should pay a 15-percent premium to cover the agency's commission, but I don't see how you can justify much more than that."

• Newspapers should "alleviate the format problem."

"It is impossible for me to exaggerate the damage caused by the absence of standardization in newspaper format," he added. "It is the number one grievance national advertisers and their agencies hold against newspapers as a national medium."

ANPA, in cooperation with the Newspaper Advertising Bureau, American Association of Advertising Agencies and the International Newspaper Advertising Executives, is developing a national, fixed ad-size system [**presstime**, April, page 28]. □

Free papers authorized to carry legal ads

Minnesota Gov. Albert Quie has signed into law a bill allowing free-distribution newspapers with substantial editorial content to carry legal advertising for the first time.

To qualify for legal advertising under the new law—apparently the first of its kind in the United States—newspapers must have an average of no more than 75 percent of content devoted to commercial and legal ads in at least half of their issues each year.

In addition, weekly newspapers must fill 50 percent of their news holes with articles of local interest; newspapers publishing more frequently must reserve 25 percent of their news space for local stories.

The Minnesota Newspaper Association backed the bill.

"Free-circulation newspapers (are) serving their communities and are just as good in their journalism as other newspapers," MNA Manager Robert Shaw said. "And if we're trying to get legals to the people they're to serve, we feel such a move is justified."

However, in **New Jersey**, the state Supreme Court refused to hear—and hence upheld—a 1976 lower-court ruling barring free-circulation newspapers from publishing legal advertisements. □

Newfoundland's ad tax to get court challenge

Newfoundland's 4-percent advertising tax will be challenged in court by a coalition of advertisers and media, the St. John's, Newfoundland, Board of Trade announced April 10.

The tax was enacted last August [**presstime**, October, page 46], making Newfoundland the only Canadian province imposing such a levy.

In the United States, the latest proposal to impose an advertising tax was defeated recently in the South Dakota Legislature [**presstime**, April, page 20]. □

NIE statewide endorsements urged

By Robb Deigh

The head of California's Department of Education has urged people involved in the Newspaper in Education Program to ask state school superintendents to endorse NIE statewide.

"If that does not bring results, let me know and I will write to them personally," Dr. Wilson Riles told the 1980 Conference for NIE Program Development.

Riles was the keynote speaker for the late-March meeting in San Francisco which attracted more than 170 NIE managers, educators, publishers, editors and others.

He said that students using newspapers at home or in the classroom should learn "not merely to read them, but to know how to question, to analyze, to synthesize and to read between the lines."

The educational benefits of NIE aside, Riles also reminded conferees that "you are dependent upon the schools for your future writers, editors and publishers. And, let's face it, well-educated people read newspapers, illiterate ones do not."

Other speakers at the four-day meeting included:

• Allen H. Neuharth, chairman of Gannett Co. Inc. (and, at the time of the meeting, ANPA chairman and president), who said publishers should recognize the need for full-time NIE managers on their staffs.

• Alvah H. Chapman Jr., president and chief executive of Knight-Ridder Newspapers Inc. and chairman of the ANPA Foundation Board of Trustees, who said that a successful NIE program requires strong, effective newspapers that are worthy of being used as instructional tools. He noted that the 470-plus programs in operation today are "eloquent testimony" to educators' interest in NIE.

• Dr. Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, who said that recently released, detailed findings of a June 1978 study of young people's reading habits show that "the use of newspapers as a classroom learning tool improves reading competency, builds interest in newspaper reading and contributes measurably to a widening of children's knowledge about and interest in the wider political and social world."

Dr. Riles (left) tells NIE conferees to seek endorsements of school superintendents.

Kay Haffey, NIE coordinator of the Pottsville (Pa.) Republican, leads focus session.

• Judge Alfred T. Goodwin of the 9th U.S. Circuit Court of Appeals, who said that recent U.S. Supreme Court decisions which have been criticized by many journalists "do not herald the advent of the totalitarian night. A careful reading of the court's holdings demonstrates that, all too frequently, they have been misunderstood by the media and misapplied by the lower courts." Goodwin was once a reporter in Oregon.

Freedom of the press also came in for wide discussion during the "focus sessions" which featured a number of other new topics for 1980, among them NIE office organization, elementary and secondary school NIE workshops, NIE in special education and minimum competency skills.

And, during a session on the "Best and Brightest," seven NIE managers gave presentations on particularly innovative programs:

Student Newspaper Advisory Program. Donna Haggerty of Call-Chronicle Newspapers Inc., Allentown, Pa., said student journalists go to the Call-Chronicle to learn about newspaper production and to work on their own school newspapers using the plant's equipment. In at least one instance, students produced a newspaper with a two-page color spread.

Brainbuster. Grace Ahlschwede of the San Angelo (Texas) Standard Times said a local radio disc jockey asks a question on the air each morning that requires listeners to check the newspaper for the correct answer. Prizes are awarded, and the DJ also explains how to receive home delivery of the Standard Times.

Fiche Flash. Diane Burston of the Minneapolis Star and Tribune said that with

Deigh is publications specialist for ANPA Foundation.

microfiche cards and hand-held viewers, about 300 students study a variety of subjects while riding buses to school. Newspapers are used in place of the microfiche one day each week. Teachers ride along to help the students learn.

Creative Adventure Program. Susan Lamb of the Star-Phoenix, Saskatoon, Saskatchewan, said students have produced a 48-page broadsheet supplement that includes student-designed advertisements. The program involves more than 12,000 children and 400 teachers.

Newschool-Learning From Life. Marilyn Olson of the Eugene, Ore., school system discussed a series of exercises designed to help children understand complex issues through the use of basic skills and attitudes.

Law-Related Education and the Newspaper: An Abstract. Sandra Diamond of the St. Louis Post-Dispatch and St. Louis Globe-Democrat said students use newspapers to learn about such things as due process, freedom of the press, and the rights of accused persons, juveniles and consumers. Twenty-six elementary and secondary teachers are now using the Post-Dispatch and Globe-Democrat on a weekly basis.

Citizens on Assignment. Julie Morse of the Chicago Sun-Times said students study citizenship education, then participate in a community-action project. Students' accounts of their experiences are published in "Youth and Justice," a weekly student section of the Sun-Times. □

Nine high school journalists win annual writing contest

Nine high school journalists have been named winners in the 1980 ANPA Foundation-Quill and Scroll Writing Contest.

The winners were chosen from among nearly 4,000 students from schools throughout the country who entered the contest.

Winners by category are:

Editorial—Jon Bunge, The New Trier News, New Trier High School East, Winnetka, Ill.

News Story—Bill Jaeger, The Kirkwood Call, Kirkwood High School, Mo.

Feature—Melissa Miller, The Spirit of '80, Truman High School, Independence, Mo.

Investigative Reporting—Kathy Koerner, The Parakeet, West High School, Green Bay, Wis.

Advertisement—Susan Shaw and Celia Sunne, The Clearlight, Clearwater High School, Fla.

Sport Story—Matt DeGalan, Orange and Black, Crystal Lake Central High School, Ill.

Photography—Hank Trotter, The Konah, Sentinel High School, Missoula, Mont.

Editorial Cartoon—Daniel Shefelman, The Maroon, Austin High School, Texas.

Awards will be presented to the winners by their high schools. □

Workshops are enticing minority students to enter newspaper business, poll shows

The Newspaper Fund's Urban Journalism Workshops, begun in 1968 to encourage minority high school students to enter the newspaper business, are enticing about 11 percent of the participants to do just that.

A poll of participants from 1974-78 workshops showed that of those working or available for work, 11.4 percent were employed by newspapers or wire services and another 22.8 percent had other media-related jobs.

Sixty-three percent of the participants who went on to college decided to pursue journalism studies because of interest stimulated during the workshops, the survey found. And of those college students majoring in journalism or mass communications, 27 percent are specializing in news-editorial programs and 41 percent in broadcasting.

Nineteen workshops are planned this year in 16 states. More than 1,500 students have participated in past workshops. □

'Shoe' **By Jeff MacNelly**

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Affirmance of NLRB decisions decreasing

By Clark Newsom
presstime labor writer

The National Labor Relations Board has been widely criticized by the U.S. circuit courts of appeal for failure to follow its own precedents and hence causing confusion in labor relations [**presstime**, January, page 47].

Now, former NLRB General Counsel John S. Irving has drawn attention to a 9.4-percent decline over the past four years in the percentage of board orders affirmed in full by the appellate courts.

The full-affirmance rate has declined from 74.0 percent in fiscal 1976, to 68.1 percent in 1977, 65.5 percent in 1978 and 64.6 percent in 1979.

In its annual reports, the board emphasizes the percentage of cases affirmed "in whole or in part." However, this figure also is generally declining—from 85 percent in 1975, to 84 percent in 1976, 81 percent in 1977, 84 percent in 1978 and 77 percent in 1979.

For example, on April 7, the 8th U.S. Circuit Court of Appeals overturned an NLRB decision which had held that The Pulitzer Publishing Co., publisher of the St. Louis Post-Dispatch, and Berberich's Delivery Co., a family partnership, were joint employers of workers performing jobs related to distribution of the newspaper [ANPA Labor and Personnel Relations Bulletin 6531, page 159].

In a recent address to an American Bar Association group, Irving noted that while the NLRB continues to obtain full affirmance of most of its orders, the courts have criticized the board for the inadequacy of its decisions, "a criticism which has thus become a substantial factor in the decline of the board's full affirmance rate."

"Perhaps the most basic flaw identified by the courts in recent board decisions," Irving said, "is the failure of the board to develop consistent principles of decision-making so that the reviewing courts can be assured that the board is treating like cases alike."

He said the reviewing courts have not sought to impose upon the board their own statements of principles to control the use of bargaining orders, but have "simply asked for a statement of the board's principles. It is difficult to defend the board's failure to honor such a request," Irving said.

He said it is "particularly irritating" to an appellate court to have the NLRB seek enforcement of a decision in the same court that had previously refused to enforce an earlier, similar board decision, especially when the board did not seek Supreme Court review of that earlier decision.

Irving also noted that the board "appears determined to disregard arbitration decisions almost entirely" and said it should realize that it is "not the only expert" on the subject of employee rights.

Irving, whose term as general counsel expired in November, is now a member of the Washington office of the Chicago-based law firm of Kirkland & Ellis.

The current general counsel is William A. Lubbers, who is serving under a "recess appointment." His controversial nomination brought a storm of criticism from the business community [**presstime**, February, page 37]. Confirmation of Lubbers was pending in the Senate at press time.

Since the resignation of Betty Southard Murphy in December, the board has been functioning with only four members—Chairman John H. Fanning, Howard Jenkins Jr., John A. Penello and John C. Truesdale. Murphy is now resident labor partner in the Washington office of Baker & Hostetler, a Cleveland-based law firm. □

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NLRB judge to hear complaint against 3 Wilkes-Barre unions

The NLRB regional director in Philadelphia has scheduled a hearing Aug. 4 before an administrative law judge on a complaint alleging that three unions striking the Wilkes-Barre (Pa.) Times Leader engaged in bad-faith bargaining.

The unions are Pressmen's Local 137, Stereotypers' Local 139 and Typographical Local 187.

Earlier, Newspaper Guild Local 120—the fourth striking union—reached an agreement with the NLRB under which the union vowed to post a notice that it "will not bargain in bad faith."

The unions struck the newspaper on Oct. 6, 1978 [**presstime**, March, page 36]. The Times Leader has continued to publish since then.

The charges against the unions were consolidated into one complaint.

The Pressmen and Stereotyper locals are charged with, among other things, repudiating tentative agreements reached during bargaining sessions and substituting their initial bargaining proposals for those on which the parties had reached agreement.

The Typographical local is charged with refusing to meet with the company for bargaining purposes, conditioning execution of a contract on consummation of an agreement covering other bargaining units and insisting to an impasse that supervisors become members of the union.

In a related development, the Office of Employment Security of Pennsylvania's Department of Labor and Industry has ruled that the unions publishing a strike paper in Wilkes-Barre known as the Citizens' Voice are "an employer" liable for state unemployment compensaton tax [**presstime**, November, page 40].

Prior to the strike against the Times Leader, the four unions formed a nonprofit corporation called the Wilkes-Barre Council of Newspaper Unions. The corporation has been supplementing union strike benefits with revenues from the Citizens' Voice.

The state agency ruled that strike-paper revenues used in this fashion constitute taxable wages for purposes of the state's unemployment compensation act. "The supplemental remuneration received by the strikers are wages subject to unemployment compensation taxes," the state held.

The unions' petition for reassessment of the hearing examiner's findings was denied on March 25.

(Wilkes-Barre Printing Pressmen and Assistants' Union and Wilkes-Barre Publishing Co. et al., Cases 4-CB-3596-2 et al.)

Guild-ITU merger stalled

Representatives of The Newspaper Guild and the International Typographical Union, in a week-long meeting in Colorado Springs, Colo., in early April, failed in their efforts to lock up a merger package [**presstime**, April, page 34]. Therefore, according to Guild President Charles A. Perlik Jr., no proposal for merger will be presented to the Guild's June 23-27 convention.

Members of non-striking unions found eligible for unemployment compensation

The Missouri Supreme Court has ruled 4-3 that nearly 2,000 members of 10 non-striking unions at the St. Louis Post-Dispatch were eligible for unemployment compensation benefits during a 1973 strike by the Teamsters union.

The court noted that the claimants and other members of the non-striking unions "did in fact cross the picket lines and were refused work by the employer." The newspaper did not publish during the six-week strike.

Missouri law states that claimants are ineligible for benefits if unemployment is caused by a labor dispute. But if the claimants are not of the "same grade or class" as the members of the union engaged in the dispute, and do not have a "direct interest" in the outcome, they are eligible for benefits, according to the law.

The court rejected the company's contention that the employees did in fact have such a "direct interest." The claimants were not "participating in, financing, or directly interested" in the labor dispute, the court said.

The court also found that the non-striking employees were members of "skilled and highly skilled trade and craft unions, unlike the striking Teamsters (dockmen), who performed unskilled manual labor." Therefore, the court said, they were not of the "same grade or class" as defined in the state law.

The state Supreme Court ruling overturned a lower court's decision. The lower court had reversed a decision of the Labor and Industrial Relations Commission that members of the non-striking unions were eligible for unemployment compensation.

(Pulitzer Publishing Co. v. Labor and Industrial Relations Commission of Missouri, Division of Employment Security, et al., Supreme Court of Missouri, No. 61692)

NLRB elections

Muncie (Ind.) Star and Evening Press, ITU: News and editorial employees voted 25-21 against representation by Typographical Union No. 332. The union also had failed to obtain a majority vote in a prior election [**presstime**, February, page 36].

(NLRB Case No. 25-RC-7379)

Wichita (Kan.) Eagle and Beacon, ITU: Newsroom employees voted 71-47 in favor of representation by Typographical Union No. 148.

(NLRB Case No. 17-RC-8934)

Pontiac (Mich.) Oakland Press, Teamsters: Delivery truck drivers voted 26-4 against further representation by Detroit Local 372 of the Teamsters union in a decertification election.

(NLRB Case No. 7-RD-1663)

Printer improperly suspended for refusing to work overtime

An employee in the composing room of The Milwaukee Journal and Sentinel was improperly disciplined for refusing to work one hour of mandatory overtime, an arbitrator has ruled.

The grievant had not been discharged and then recalled, as the company contended, but had received a disciplinary suspension "plainly barred" by the contract with Typographical Union No. 23, Arbitrator Aaron S. Wolff concluded.

Although the union's grievance was sustained, the employee lost four days' pay because he had not fully explained to the company why he refused to work the extra hour.

At issue was a section of the ITU General Laws, incorporated into the contract, which prohibits suspension as a method of discipline. "It permits the company to discipline an employee by extremely heavy or light measures: discharge or reprimand," the arbiter noted. "But there is no middle ground."

In order to be excused from working overtime, Journal and Sentinel employees are required to submit a written medical statement.

The dispute arose on a Thursday night when the grievant left at his regular quitting time rather than working the extra hour.

On Friday, he kept a doctor's appointment he had scheduled earlier in the week. When he called his foreman Friday afternoon to advise him that he would be late reporting for work that night because he was having X-rays taken, the foreman told him that he could not return to work pending a meeting between management and union officials.

The grievant attempted to report for work Monday but was again told he could not work.

At the time, he had two statements from his doctor attesting to a back ailment which made overtime work difficult. But he did not mention the statements to his foreman. Instead, he gave them to his union representative. The company did not receive the statements until Wednesday—the day of the union-management joint standing committee meeting.

Meanwhile, the foreman had written a letter—dated the day after his refusal to work the overtime—informing the grievant that he had been discharged for neglect of duty. The grievant, however, did not receive this letter until the day following the joint standing committee meeting. And the next day he received another letter instructing him to report for work on Monday, "pending further investigation."

During the Wednesday meeting, the company had proposed a three-day disciplinary suspension. This was rejected by the union. The company then advised the union that the grievant was discharged.

In the arbitration hearing, the union maintained that the grievant had been suspended and that the company lacked the contractual authority to impose such discipline.

The company contended that the grievant had been discharged, but "brought back to work pending investigation."

Arbitrator Wolff concluded that the company had "in substance and effect" rescinded the discharge and imposed a disciplinary suspension.

After being notified of his "discharge" on a Thursday, the grievant was directed to report for work the following Monday, Wolff noted. "Such direction is wholly inconsistent with the notion that the employee had been terminated or separated from employment," he said. Moreover, it was clear that there was "nothing left to investigate" by the end of the week, he said.

Wolff said that the company could not discharge and then unilaterally suspend the discharge pending a final resolution. Such action would allow the company "to do by indirection that which it is prohibited from doing directly," he said.

The arbiter decided that the grievant was not entitled to full back pay because he had not advised the company on the night he refused to work overtime that he had a doctor's appointment the next afternoon. His failure to mention the appointment was "inexplicable," Wolff said.

Furthermore, he noted, the grievant reported for work the following Monday "armed with medical statements" but did not give them to his foreman. As a result, the company did not receive them until Wednesday. Therefore, Wolff said it was "equitable" that back pay be limited to two days. □

Additional arbitration decisions

New York Daily News, Deliverers: Jesse Simons sustained the discharge of a driver for unauthorized personal use of a delivery truck.

New York Daily News, Mailers: Richard Adelman upheld the company by ruling that one mailer, rather than two, is the proper manning for automatic wire-tying machines at its Newspoint plant.

St. Louis Post-Dispatch, ITU: Peter DiLeone ruled that the foreman did not violate the labor contract by transferring two "incompetent" printers with job guarantees to a new shift in another composing room department.

(Full texts available from the ANPA Labor and Personnel Relations Department.)

Newspaper upheld on assigning work from composing

An arbitrator has ruled that The Oakland Press of Pontiac, Mich., is not violating its labor agreement with Typographical Union No. 512 by assigning advertising paste-up work to non-bargaining-unit employees.

At the time of the arbitration hearing, nearly all of the work had been transferred from the composing room to a "production services" department.

The agreement refers to the company's "unrestricted" right to use "new technology." Removal of the work from the composing room was the direct result of the introduction of new technology in the form of Harris markup terminals, the company contended.

Arbitrator Elliot I. Beitner, a Detroit attorney, agreed. He also found that in negotiating the agreement, the parties had intended to grant "considerable flexibility" to the company with regard to work assignments. □

EEOC proposes guidelines banning sexual harassment from work place

The Equal Employment Opportunity Commission is proposing a new "sexual harassment" section to its Guidelines on Discrimination Because of Sex. It states that employers have "an affirmative duty" to maintain a work place free of sexual harassment and intimidation.

"This amendment will reaffirm that sexual harassment is an unlawful employment practice," EEOC Chair Eleanor Holmes Norton said.

The proposed addition to the guidelines was published in the April 11 Federal Register. The EEOC will receive public comment on the new section through June 10.

Final guidelines will be issued after the EEOC evaluates comments received. Meanwhile, interim guidelines "are in full effect," the agency said.

The commission contends that verbal or physical sexual harassment violates Title VII of the Civil Rights Act of 1964, as does harassment on the basis of color, race, religion or national origin.

The proposed section sets forth three criteria for determining whether an action constitutes unlawful behavior:

- Submission to the conduct is either an explicit or implicit condition of employment.
- Submission to or rejection of the conduct affects the job an employee holds.
- The conduct substantially interferes with the employee's work performance or creates an intimidating, hostile or offensive work environment.

In applying general Title VII principles to the issue, the agency said it will hold employers responsible for the acts of their supervisory employees. □

'Good faith' anti-discrimination efforts to be noted

Unions and employers that make "good faith" efforts to eliminate discriminatory employment practices are less likely to be sued by the EEOC under a new policy announced by the agency.

The commissioners adopted a resolution directing the field staff to use "discretion" in bringing lawsuits against unions and employers that have attempted to increase employment opportunities for women and minorities either unilaterally or through collective bargaining.

The "good faith" efforts must be of a "compelling and aggressive nature" and will be evaluated on a case-by-case basis, the resolution states.

While the EEOC issued affirmative-action guidelines for employers more than a year ago [ANPA Labor and Personnel Relations Bulletin 6524, page 6], the new policy statement is directed toward unions and collective bargaining.

An EEOC task force had recommended that the agency issue such a policy, noting that it is reasonable for unions to believe that "vigorous efforts" to correct discrimination would protect them from liability for back pay. □

16,669 labor disputes submitted to arbitration

A record 16,669 labor disputes were filed for arbitration with the American Arbitration Association in 1979, up from the 16,437 submitted in 1978, according to Michael Hoellering, the association's vice president for case administration.

Hoellering noted that discipline cases are increasingly related to insubordination and acts of violence against supervisors.

While the arbitration provisions in most newspaper labor contracts call for selection of an arbitrator through the Federal Mediation and Conciliation Service, nearly half specify the use of the non-profit AAA. □

NIOSH study on VDTs delayed until this month

The National Institute for Occupational Safety and Health was unable to meet the April 11 target date for release of a study made in the San Francisco Bay area on possible health risks associated with the use of video display terminals [**presstime**, March, page 13]. The report now is expected to be made public this month.

Meanwhile, at the request of the Washington-Baltimore Newspaper Guild, NIOSH is planning to conduct a study that will concentrate on complaints involving eye problems of VDT users at the Baltimore Sun.

Southern Ontario Guild strikes Oshawa Times

The Southern Ontario Guild struck the Oshawa (Ontario) Times March 26 in a contract dispute over wage issues. The previous agreement had expired March 2.

The Times, a member of the Thomson Newspapers group, has not attempted to publish during the strike. Pressmen represented by the International Printing and Graphic Communications Union and printers represented by the International Typographical Union are observing the Guild picket line. The pressmen and printers have reached agreements on new contracts, but they have not yet been signed.

The Guild represents about 49 editorial and commercial employees. □

Bingel lone candidate

International Typographical Union President Joe Bingel will be the only candidate on the May 21 ballot in the election for the union's highest office. He was the only candidate to get the required 50 endorsements from local unions. □

Recent contract settlements

Columbus (Ohio) Dispatch, ITU: Amendments extend contact to March 31, 1981.

Denver Post, Mailers: Three-year contract retroactive to May 1, 1979.

New York Daily News and New York Times, Mailers: Three-year contract retroactive to March 31, 1978.

Pittsburgh Press, Teamsters: Three-year agreement retroactive to Jan. 1, 1980.

(Details in ANPA Labor Letter 1601, March 24, and ANPA Labor & Personnel Relations Letter No. 1, April.)

AT&T's home video plans eyed warily

By C. David Rambo
presstime staff writer

Members of the ANPA Telecommunications Committee are concerned that AT&T could use its monopolistic common carrier "power base" to unfair advantage in dissemination of self-generated information and advertising on home video screens.

However, AT&T Chairman Charles L. Brown insists that publishers are "seeing ghosts under the bed" if they think the company's own efforts in providing home data retrieval—not just serving as the *carrier* of services—will endanger the press.

"If what you're concerned with is, 'Are we going to provide a news bank?', the answer is no. We're not interested in that," Brown told the Committee at its April meeting in Washington.

Under a 1956 antitrust consent decree, AT&T cannot offer any service, like data retrieval, which is not regulated as a common-carrier communications service.

But an April 7 Federal Communications Commission order—likely to be challenged in the courts—would deregulate "enhanced communications services" such as data retrieval and allow AT&T to offer them through a subsidiary. FCC officials claim the order is consistent with the consent decree.

Also, the several-year-old legislative proposal to rewrite the 1934 Communications Act (HR 6121) would allow AT&T to offer "data processing and information services" other than "any mass media service or mass media product." AT&T supports the measure.

The ANPA Telecommunications Committee, based on recommendations by its Advanced Communications Subcommittee, urged the Association's Board of Directors to seek a congressional guarantee that AT&T cannot become an information provider in its own information system.

"AT&T has a revenue base that is larger than the sales of the newspaper, television and radio industries combined," said Committee Chairman Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc. "Under federal protection, this giant company has developed an electronic distribution network that reaches more than 90 percent of the homes in its markets. The action by the FCC raises serious, unanswered questions concerning the ability of newspapers to be able to compete fairly in this environment. This focuses even greater attention on just how the Congress will deal with this issue."

Other business of the semiannual Committee meeting included deliberations on the recent MacBride Commission report (see story, next page), an update from the American Working Party of the International Press Telecommunications Council and a demonstration of the French videotex system Antiope. Of most immediate concern, however, was AT&T and its intentions in home data retrieval.

AT&T's Brown tried to assure the newspaper executives that AT&T does not plan to organize its own "newsgathering" operation. But the chairman said he didn't know whether the company would offer "classified" ads on videotex systems.

Brown pointed out that any number of firms can now offer home information systems via telephone lines.

"Yes, but will you?" one publisher asked.

Brown responded that AT&T "doesn't want to be excluded from those things that permit us to use" telecommunications technology, most of which AT&T has developed.

"I think you've reached quite a long way if you think we're interfering with freedom of the press," he said.

Nonetheless, the newspaper executives insisted that all signs point to AT&T's intent to offer information. They noted its heavy research investment, including a recent directory "experiment" in Albany, N.Y., which AT&T said in its 1979 annual report "could have a far-reaching effect on the home communica-

"If what you're concerned with is, 'Are we going to provide a news bank?', the answer is no. We're not interested in that. . . . I think you've reached quite a long way if you think we're interfering with freedom of the press."—AT&T Chairman Charles L. Brown (left).

". . . (AT&T) has developed an electronic distribution network that reaches more than 90 percent of the homes in its markets. The action by the FCC raises serious, unanswered questions concerning the ability of newspapers to compete fairly in this environment."—Robert G. Marbut, chairman of the ANPA Telecommunications Committee (right).

tions market and in how our customers satisfy certain information needs."

The experiment offered 75 homes and eight businesses—via display terminals—white and yellow pages, sports scores, weather information, dial-a-joke, a horoscope and the Dr. Joyce Brothers column.

The AT&T chairman acknowledged there may be "a philosophical difference" between his company and the newspaper business if the press believes AT&T should not offer information such as sports scores and weather.

The Communications Act rewrite bill's "mass media" exclusion is intended to keep AT&T from gathering and providing information — including advertising — which, intentionally or not, could influence the public. The effectiveness of that limitation, however, was questioned by some Telecommunications Committee members.

Henry Geller, assistant secretary of commerce for communications and information, also addressed the Committee and maintained that the communications rewrite bill would "regulate the hell out of" AT&T by keeping it from "videopublishing" and by preventing it from making editorial decisions.

Geller, whose job places him as head of the National Telecommunications and Information Administration, defended the need for such change in telephone company regulation, saying the current set of rules "is no good. It has been totally unsuccessful."

"The (Carter) administration strongly supports this legislation, and if we don't get it this year, we'll be back" to ensure its reintroduction in future Congresses, Geller added.

However, bill sponsor Lionel VanDeerlin (Calif.) said in reaction to the FCC order that it might obviate the need for a bill as complex as his.

HR 6121 is now stalled in the House Commerce Committee's Communications Subcommittee. That panel reported the proposal Jan. 29, only to have it recalled after Sen. Howard M. Metzenbaum (Ohio) and Rep. Peter W. Rodino Jr. (N.J.), chairman of the Senate and House monopoly subcommittees, respectively, noted its proposed modification of the 1956 antitrust consent decree [**presstime**, February, page 10].

There remains considerable disagreement among House subcommittee members on how—and even if—to proceed with the measure.

ANPA has testified on Communications Act amendments, saying carriers should be allowed to operate information-transfer services only through separate subsidiaries [**presstime**, October, page 12].

The Association also has said that as an alternative, dominant carriers should be barred from offering electronic, mass-media services unless they can demonstrate that the market would otherwise be unserved.

ANPA Production Management Conference to focus on telecommunications issues June 11 in Atlanta. See story, page 55.

ANPA panel concerned over MacBride Report

ANPA's Telecommunications Committee has agreed with its International Relations Subcommittee that efforts should continue to alert executives of member newspapers to the recommendations of UNESCO's MacBride Commission on international communications problems.

The Subcommittee, chaired by Joseph P. Rawley, general manager of The High Point (N.C.) Enterprise, is concerned that the MacBride Report could lead to free-press restrictions because of its repeated calls for government association with the media.

ANPA staff is preparing comments on the MacBride Report which will reflect concerns expressed by member newspaper executives and others.

The MacBride Commission was instructed by UNESCO to study international communications. The two-year study resulted in the issuance earlier this year of a report containing 82 separate recommendations [**presstime**, April, page 6].

That report has been the subject of considerable debate and criticism. The Telecommunications Committee recommendation calls for presentation of an ANPA statement on the matter before this fall's 21st General Conference of UNESCO in Belgrade, Yugoslavia, where the MacBride Report is expected to be in the spotlight.

According to the International Relations Subcommittee, the MacBride Report draws four main conclusions:

- Large news "conglomerates" tend to overlook the problems of poorer nations and cover only generally unfavorable news. UNESCO and those countries fear that "positive, favorable information" is not reaching developed nations.
- Emerging nations are concerned about large news organizations' fostering so-called "scandal sheets" they don't want extended to their countries. "In other words, they want to have a say in what kind of publications are established in their countries, particularly since libel law is not yet an accepted part of their legal diet."
- Less-developed countries and UNESCO itself are interested in developed nations' financing communications systems for emerging nations.
- Elementary education should be made available to all; basic radio networks should be established in developing countries; educational and training facilities for would-be journalists should be provided; an increased supply of newsprint should be available in the world; and telecommunications charges and air mail rates for disseminating news should be lowered.

The Subcommittee acknowledged that there is "merit" to some of those concerns. However, the panel noted that the MacBride Report also justifies governmental involvement based on—as the Subcommittee put it—"politics and national pride, instead of on journalists' right to report as they see fit."

Copies of the 37-page findings-and-recommendations section of the MacBride Report are available from the ANPA Government Affairs Department at The Newspaper Center.

Photo supply prices ease as silver cost drops

As silver prices plummeted from their late January high of $50.35 per troy ounce to a low of $10.80 in late March, the cost of certain photographic materials also began to moderate.

Those silver-bearing films and paper just weeks before had fallen victim to silver market fever that swept the country [**presstime**, February, page 46].

Eastman Kodak Co., which on Jan. 26 raised graphic arts film prices 50 percent and phototypesetting paper prices 75 percent because of higher silver costs, on March 24 responded to the lower costs by reducing prices for most graphic arts films and papers 10 percent.

Excluded from the decrease, however, were phototypesetting papers, amateur films and projection positive paper, said Kodak spokesman Henry Kaska.

Chemco Photoproducts Co., which automatically adjusts customers' bills up or down according to the cost of silver, also reported lower prices in the form of a "negative surcharge."

The 3M Co. and E.I. du Pont de Nemours & Co. also have silver fluctuation clauses in their contracts and have implemented price decreases, spokesmen said.

GAF, however, had not changed any of its prices by mid-April. "We're taking a wait-and-see attitude relative to the silver market," explained Ben F. Hannebrink, director of marketing for industrial photo products.

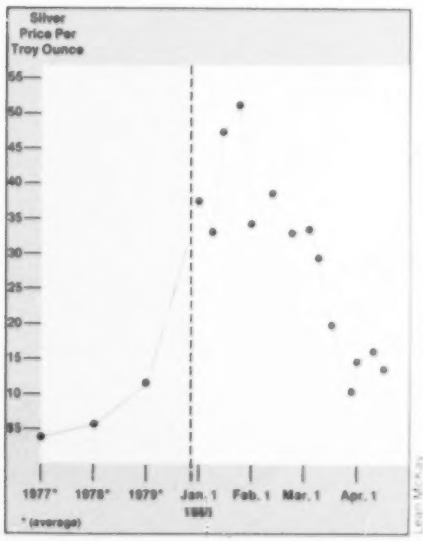
But he also said GAF over the years has not raised its prices as much as other manufacturers. "Right now, our products are no more expensive than those of our competitors, even though we haven't come down," Hannebrink said.

Kodak's Kaska said he could not predict future price increases or decreases because what the silver market will do "is anybody's guess."

"It's just not prudent to make drastic price adjustments on the basis of short-term changes (in silver prices). We're just waiting, monitoring," he said.

Kaska also noted that "silver is just part of the aggregate" of photographic materials. Other costs are also on the rise—that of wood pulp for paper and petroleum products for film—in addition to general inflation.

In mid-April, silver prices were at the $16 level—one-third that of January, but still three times higher than the 1978 average of $5.40 an ounce. □



Silver still best photographic emulsion, but some processes circumvent its need

Increases earlier this year in the price of silver-based photographic products left newspaper executives wondering if suitable substitutes exist.

In a recent **presstime** survey of graphic arts suppliers, all agreed that—even after years of extensive research—silver remains the fastest and most efficient emulsion.

"No equivalent material has been found to equal the speed and exposure quality of silver," said Merrill Friend, consultant to Chemco Photoproducts Co.

Henry Kaska, manager of public information for Eastman Kodak Co., agreed. "Nothing can compare to the speed of silver-sensitized products," he noted.

Other emulsion-based products are generally too slow for practical daily newspaper use. For example, many phototypesetting machines have exposure periods of one-millionth or one-thousandth of a second, requiring "a very special silver emulsion to cope with such speeds," said Friend.

Chemco has developed a film with a diazo-type base which is suitable for duplication but is very slow compared to most films in use today.

"A picture taken on Kodachrome film in 1/60th of a second would theoretically take more than a month to expose utilizing a diazo method," explained Nelson Grabenstetter, manager of Kodak's Colorado Division.

Public Affairs Manager William Sheehy said E. I. du Pont de Nemours & Co. is doing "substantial research in the area of photopolymers and is hoping ultimately to develop silverless products."

Alternate processes

Perhaps the best hope for the newspaper business lies not in substitutes for silver-based products, but in processes which will eliminate their need. Such a system is RCA's electronic camera that captures images on stamp-sized chips instead of on film.

Another system uses electrophotographic platemaking devices, such as Chemco's NewsPlater, which does not require a negative. A camera within the processor exposes the paste-up image onto the negatively charged plate surface, which is then coated with positively charged resin-pigment particles.

3M's Pyrofax Imaging System automatically produces images on a plate by utilizing a combination of a dry imaging and elastomeric process.

LogEscan Systems, EOCOM and Image Information all have developed laser-plating exposure systems which permit a newspaper to go directly from a camera-ready paste-up to an exposed printing plate. □

Newspapers turn to recovery of silver

By Sandra L. Puncekar
presstime technical writer

The topsy-turvy silver market has sparked new interest in recovery of the metal from photographic materials [**presstime**, February, page 46].

Silver can be extracted from page negatives, film, diffusion transfer negatives, phototypesetting paper and fixer solutions. Many factors determine how much can be collected.

Recovery from film

For film, the first variable is the amount of area exposed to light: the smaller the exposed area, the more silver there will be in the fixer and the less left on the film; the greater the exposed area, the more silver on the film and the less in the fixer. Consequently, a page negative with only straight line copy will maintain a large amount of silver in the film, and a small amount in the solution. A negative of primarily halftones will have less silver left in the film and more in the fixer.

The dollar return from scrap negatives depends on their cleanliness and on market prices. Negatives free of stripping tape or masking paper are considered more valuable and usually bring a higher bid.

To determine the amount of silver left in the fixer solution, the size of the film and area exposed must be considered. For example, if 1,000 16-by-20-inch sheets were processed with an 80-percent exposure, the fixer would contain 5.0 to 5.7 troy ounces of silver (see Table 1).

Another way to determine fixer's silver content is by using a silver estimating test strip available from graphic arts supply dealers. The strip is dipped into used fixer solution, and a chemical reaction causes it to change color. Usually, the deeper the color, the greater the amount of silver.

Some manufacturers of silver recovery equipment, upon request, will analyze a fixer solution for silver content. They generally use an atomic absorbtion spectrophotometer.

Diffusion transfer products retain little silver in the activator solution, because the developer is incorporated into the emulsion. However, Eastman Kodak Co. estimates the negatives on its photomechanical transfer materials when processed contain 0.04 to 0.08 troy ounces of silver per pound of scrap. (See Table 2.)

Recovery from paper

The amount and source of silver in phototypesetting paper varies according to type of paper.

Resin-coated paper is processed in conventional developer-fixer-wash sequence. Accordingly, most waste silver from resin-coated paper is found in the fixer solution.

Stabilization paper, on the other hand, does not pass through a fixer solution, so most of the silver remains in the paper.

If 1,000 units of 8-inch by 150-foot resin-coated paper were processed, 337.6 to 466.2 troy ounces of silver would be recoverable from the fixer solution. But if the same amount of stabilization paper were processed, only 41.8 to 209.0 troy ounces of silver would remain in the activator-stabilizer solution used in processing the paper. (See Table 1.)

Silver recoverable from processed resin-coated paper (per one pound of scrap) would amount to 0.04 to 0.14 troy ounces; however, processed stabilization paper (per one pound of scrap) would yield 0.14 to 0.21 troy ounces. (See Table 2.)

A newspaper should *not* multiply the amount of troy ounces recovered from fixer by the present market value of silver per troy ounce to figure how much money it should receive for the recoverable metal. Market values are based on 99.95-percent or higher purity, and no silver recovered by a newspaper will be that high in quality. Therefore, it will fetch some percentage of the current market price.

Table 1. Quantity of silver potentially recoverable from appropriate processing solutions

Troy Ounces from Solution per 1,000 Units Processed

GRAPHIC ARTS FILMS (Units)	"Lith" and "MP"			Continuous Tone (Negative or Positive)
Percent Exposure:	**20**	**50**	**80**	**35**
Square Foot	9.0 to 10.1	5.6 to 6.4	2.3 to 2.6	4.8 to 5.5
8 x 10-in. sheet	4.9 to 5.6	3.1 to 3.5	1.2 to 1.4	2.6 to 3.0
11 x 14-in. sheet	9.6 to 10.8	6.0 to 6.8	2.4 to 2.7	5.1 to 5.8
14 x 17-in. sheet	14.8 to 16.7	9.3 to 10.6	3.7 to 4.2	7.9 to 9.0
16 x 20-in. sheet	19.9 to 22.4	12.5 to 14.2	5.0 to 5.7	10.7 to 12.1
20 x 24-in. sheet	29.9 to 33.7	18.7 to 21.4	7.5 to 8.6	16.0 to 18.2

PHOTOTYPESETTING FILMS AND PAPERS (Units)	RC	Grade S	Film
Square Foot	3.4 to 4.7	0.42 to 2.1	10.8 to 12.1
35mm x 400 ft.	155.1 to 214.1	19.2 to 96.0	494.4 to 553.4
3 in. x 150 ft.	126.6 to 174.8	15.7 to 78.4	
3-3/4 in. x 100 ft.			335.1 to 375.2
6 in. x 100 ft.	168.8 to 233.1	20.9 to 104.5	537.1 to 601.2
6 in. x 150 ft.	253.2 to 349.6	31.3 to 156.7	
8 in. x 100 ft.	225.1 to 310.8	27.9 to 139.3	716.6 to 802.2
8 in. x 150 ft.	337.6 to 466.2	41.8 to 209.0	

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Other cost factors also must be considered in determining profit, such as equipment, shipping, labor, assays and refining charges.

Scrap sold

In general, most newspapers could not justify buying the elaborate systems—or acquiring the expertise—needed to reclaim silver from scrap materials. One reclamation method, for instance, involves burning the scrap at specific temperatures, salvaging the ash and shipping it to a refinery. Another removes the silver-bearing emulsion chemically through the use of alkalis and enzymes. Still another method uses photographic bleach and fixer.

To avoid prohibitive equipment and personnel costs, many publishers sell their photographic scrap to dealers of such material.

They offer a unit price or a total amount for all the scrap. Some will expect shipping costs to be prepaid.

Recovery from fixer

Silver can be retrieved from fixer solution by metallic replacement or electrolytic recovery.

Metallic replacement utilizes a plastic, barrel-shaped cartridge containing a metallic filler, usually steel wool. The cartridge has tubes in the top which allow the solution to flow continuously from the processor, through the filler and to the drain. When the solution flows through the cartridge, a chemical reaction occurs and iron in the filler material replaces the silver ion in the solution. The silver drops to the bottom of the cartridge as the solution flows down the drain.

Kodak metallic cartridges cost $25 to $50 each. They must be replaced periodically when the steel wool is about 85-percent dissipated.

Metallic replacement cartridges are easy to use because motors, pumps and electrical hookups are not needed. But enough processing solution—about 300 milliliters per minute, Kodak estimates—must be used to provide a continuous flow to the cartridge. Infrequent use will cause the filler to rust.

In the generally more complex electrolytic recovery units, two electrodes—an anode attached to the positive pole of a power supply and a cathode linked to a negative pole—are used. When an electric current passes through the solution, the negatively charged cathode becomes silver-plated, eventually producing a silver flake. The amount of current used and the size of the cathode will determine the recovery capacity of the unit.

Electrolytic units are available in various sizes, types and prices. They can process fixer by the batch or on a continuous basis. A batch unit with a simple on and off switch is available for about $50. Other batch or continuous units, with manual or automatic controls, can range from $149 to $3,195.

Courtesy of X-Rite

Example of silver flake that can be obtained from electrolytic recovery units

Cathode design varies from flat, circular disks mounted on a shaft or flat plates inserted into the solution (both of which offer considerable surface area), to rotating cylinders featuring a thin, flexible metal that permits both inside and outside surfaces to be exposed to the solution.

An important factor in electrolytic recovery is good agitation, because too little agitation can prevent silver-plating. In some units, the anode and cathode are stationary and the solution is agitated. In others, either the anode or cathode is rotated.

Each has its disadvantages.

Stationary anode and cathode units need high-capacity pumps and motors which may add to maintenance costs.

A rotating anode may not offer strong-enough agitation. A rotating cathode provides excellent agitation, but the silver buildup may become massive, causing an additional strain on the motor and bearings.

Table 2. Quantity of silver potentially recoverable from scrap photographic materials

Products	Troy Ounces per Pound of Scrap	
	Processed	Unprocessed
Graphic Arts Films		
"Lith" and "MP"		
—20% Exposure	0.03-0.04	0.16-0.19
—50% Exposure	0.08-0.09	0.16-0.19
—80% Exposure	0.12-0.16	0.16-0.19
Continuous Tone (Negative or Positive)	0.05-0.06	0.14-0.15
Phototypesetting Films and Papers		
RC	0.04-0.14	0.27-0.31
Grade S	0.14-0.21	0.18-0.21
Film	0.10-0.11	0.48-0.54
Diffusion Transfer Material		
Negative Paper	0.04-0.08	0.11-0.13

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Selling fixer extract

A newspaper has several choices in recovering and selling silver from the fixer solution. It can:

- Sell the exhausted metallic cartridge fillers (or sludge) back to the dealer or to a reclaimer. Remember, though, that the dealer does not know how much silver is in the cartridge. The silver must be assayed by a refiner to determine its value and amount.

Generally, a dealer will pay market price on a specified day after delivery for the amount estimated to be in the cartridge. Payment may also be made after the refiner's assay.

A newspaper may have to pay charges of shipping the cartridge to the dealer and from the dealer to the refinery.

- Sell silver flake off an electrolytic recovery unit to a solution or silver service company. Dealers generally pay a percentage of the present market value immediately for silver flake. But because they generally estimate the silver's purity, a newspaper may not receive full value. Silver should be weighed in a newspaper employee's presence, with payment to be made on an agreed-upon price.

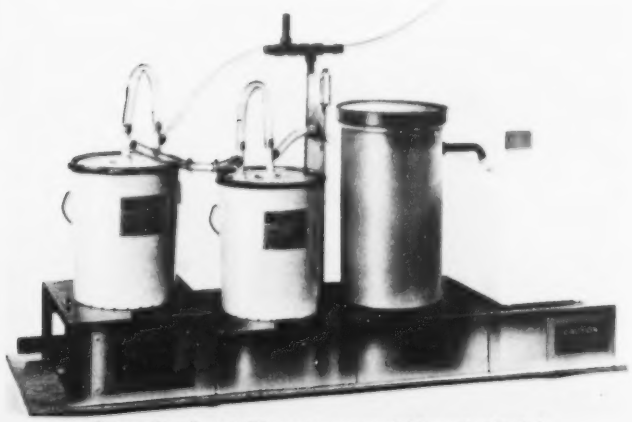
The newspaper may ask for an assay to determine the silver's purity. Although dealers may deduct this expense from payment, the procedure may be profitable for the publisher in the long run.

- Contract with a solution or silver service company to install silver-recovery equipment, replenish the chemicals and take the silver. Such firms generally pay newspapers a price per gallon for fixer based on average silver content. This is not the most profitable method of recovery for newspapers because prices paid will be less than the percentage value of the market price of silver.

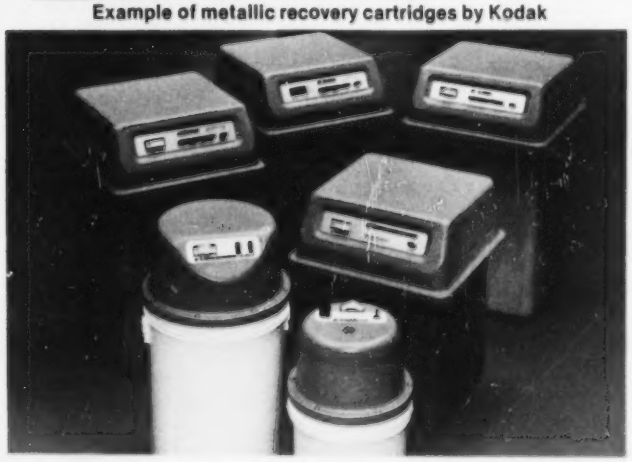
Kodak offers a brochure (Booklet J-10B) which lists the names and addresses of silver service companies and describes their activities. It is available for 20 cents from local Kodak dealers or from Department 412-L, Rochester, N.Y. 14650.

Kodak also publishes many brochures on silver recovery, one of which (Bulletin 36, Special Issue: Silver Recovery) was used as a reference for this article.

In addition, a 22-minute videotape or film-version seminar on silver recovery is available from E. I. du Pont de Nemours & Co. Inc. For more information, contact a regional office of du Pont, or the main office in Wilmington, Del. 19898; (302) 774-4270. □



Example of metallic recovery cartridges by Kodak



Examples of electrolytic recovery units by X-Rite

Partial list of manufacturers and suppliers

Ag-Met Inc.
P.O. Box 523
Hazelton, Pa. 18201

Bridgeport Engravers Supply
30 Grand St.
Bridgeport, Conn. 06602

Don Casey Co. Inc.
229 Garvon
Garland, Texas 75040

Castcraft Industries Inc.
23 West Hubbard or
1100 S. Kostner Ave.
Chicago, Ill. 60610

Chemco Photoproducts Co.
Charles St.
Glen Cove, N.Y. 11542

Cpac Inc.
2364 Leicester Road
Leicester, N.Y. 14481

Derek Processing Inc.
11007 Forest Place
Santa Fe Springs, Calif. 90670

Eastman Kodak Co.
Graphic Arts Division
343 State St.
Rochester, N.Y. 14650

Oscar Fisher Co. Inc.
P.O. Box 2305
Newburgh, N.Y. 12550

M. P. Goodkin Co.
146 Coit St.
Irvinton, N.J. 07111

IMG Photo Products
1733 Rogers Ave.
San Jose, Calif. 95112

Industronics Inc.
115 Pleasant St.
Millis, Mass. 02054

Leedal Inc.
1918 South Prarie Ave.
Chicago, Ill. 60616

MMRS
Box 952
Wheeling, Ill. 60090

Pako Corp.
6300 Olson Memorial Highway
Minneapolis, Minn. 55440

Phillips and Jacobs Inc.
Fox St. and Roberts Ave.
Philadelphia, Pa. 19129

Harold M. Pitman Co.
515 Secaucus Road
Secaucus, N.J. 07094

Roberts & Porter Inc.
125 East Oakton St.
Des Plaines, Ill. 60018

Silver Buyers & Refiners Inc.
1846 Tucker Industrial Blvd.
Tucker, Ga. 30084

Silver Recovery Systems Inc.
23800 Commerce Park Road
Beachwood, Ohio 44122

Snook Corp.
14600 Winchester Blvd.
Los Gatos, Calif. 95030

X-Rite Co.
4101 Roger Chaffee Drive, S.E.
Grand Rapids, Mich. 49508

On-line inserter installed at first U.S. newspaper

Editor's note

The State Journal-Register of Springfield, Ill., a Copley newspaper, is the first daily in the United States to install a Ferag on-line inserting system.

Development of this system began in 1973 at the Ferag AG facility in Hinwill, Switzerland. The first installation at a European newspaper took place in 1976, and since then more than 50 European dailies have done so. Ferag modified the equipment last year to create additional inserting and larger-product capacity, primarily for the North American market.

The following article describes Springfield's experience with this equipment.

By Frederick K. McCann

Management at Copley Newspapers decided that the offset-conversion project at The State Journal-Register (all-day circulation: 71,863) also would involve the selection of a conveyor and inserter.

Because we had experienced excellent performance and low maintenance with the double-grip Ferag conveyor at The Daily Breeze in Torrance, Calif., we asked Ferag to submit a proposal for Springfield. Ferag suggested a single-grip conveyor.

All installations of this conveyor were located in Europe, particularly in West Germany. Company officials visited several of the European sites, observed the conveyor and concluded that it performed as well, or better than, the double-grip conveyor. Unlike a stream conveyor system where newspapers are overlapped and can be handled only in large batches, the single-grip system handles each newspaper individually and keeps it under control from the press to its final destination. The conveyor also makes it possible to direct newspapers coming off the press to two different locations by alternating every other one.

While in Europe, the group also viewed the Ferag inserter in operation. Subsequent evaluation led us to conclude that of the inserters being considered for the Springfield mailroom, Ferag's was the simplest in design and probably would require less maintenance because of fewer moving parts. We felt also that the time required to convert the hopper/feeders from one size insert to another was quicker and simpler with the Ferag model. Various size inserts were tested with the Ferag high-speed hopper, and there were no apparent problems in operating and feeding the hoppers at the speed of the inserter drum, which is 40,000 copies per hour. The return on investment was one year more than the other inserters evaluated—or a total payback period of five years.

McCann is director of engineering for Copley Newspapers.

How it works

The Ferag on-line inserting system consists of three separate systems: the single-grip conveyor, the hopper/feeders and the inserting drum.

Generally speaking, the conveyor transports the newspapers coming off the press plus the supplements to be inserted from the hopper/feeders to the inserting drum. The drum, which consists of five sections with 30 channels in each section, inserts the supplements into the newspapers (known in inserting terminology as "newspaper jackets"). The stuffed newspapers are then delivered to a counter-stacker.

To use this system, a Ferag single-grip conveyor and Ferag hopper/feeders must be purchased; however, any manufacturer's stacker is suitable. (Springfield uses a Sta-Hi Counter-Stacker.) Two different types of hopper/feeders are used—one type for inserts or supplements and another for newspaper sections printed before the main press run.

(A palletizing-depalletizing system called ROTOPAL is also available from Ferag but has not been installed at Springfield. This device stores the newspapers coming off the press. When the papers are ready for inserting, it unloads them and places them back on the conveyor.)

The newspaper can be transported on-line—directly to the inserter from the press—or off-line—from a storage area to the main, high-speed hopper.

According to Ferag, the inserting drum's on-line capacity is a 160-page newspaper. Used in the off-line mode, the high-speed hopper has a reported capacity of 128 broadsheet pages; the high-speed insert (supplement) hopper has a capacity of 72 broadsheet pages. Up to six hopper/feeders can be used to feed the inserter.

The inserting drum's maximum capacity is reportedly 250 broadsheet pages. The inserter, running either off-line or on-line, can operate at speeds of up to 40,000 copies per hour, according to Ferag.

At Springfield, the inserting system has been in off-line operation since last September and on-line since February.

Four hopper/feeders are used, with a maximum of 16 pages (to date) in one insert hopper. Average net on-line production speeds for the inserter have been 25,000 an hour, with the Goss Metro press running collect. No attempt has been made to operate the Ferag inserter at its maximum speed. As many as four inserts have been handled on-line for a single edition, with two or three on most weekends and one on the average weekday. Off-line, up to four inserts have been loaded into a newspaper and then placed on-line for restuffing in a hopper/feeder with as many as three other inserts (in three separate hopper/feeders).

Manning requirements have been exceptionally favorable, because the newspapers coming off the press and out of the inserting drum are handled automatically. One person is required to

feed the hoppers, a relatively simple task.

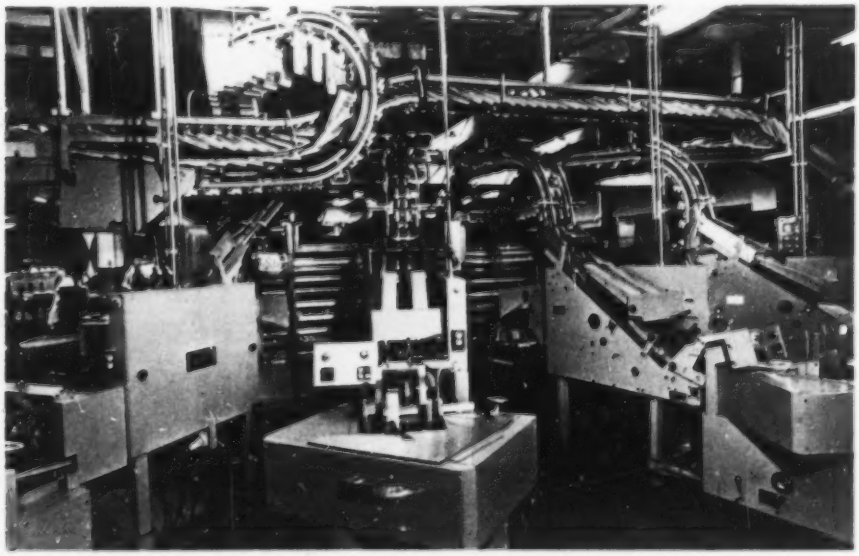
Inserts also require a minimum amount of jogging before loading into the hopper/feeders.

One major problem that has been encountered at Springfield is the Ferag inserter's occasional inability to open the newspaper while the unit is operating in the off-line mode. Ferag is working on the internal grippers of the inserter drum to correct this problem.

Maintenance and servicing of the equipment will be performed in-house, and a minimum amount of staff training by Ferag was required. Our experience indicates that the equipment is relatively easy to service because of its rotary design.

No special electrical hookup is required. Because the inserting drum is 18 feet long, it does require some space planning. However, if floor space is a problem, the hopper/feeders can be located on another floor or another room, as they can be operated independently.

Although the cost exceeded that of any other system we considered, we believe that over the years low maintenance cost will more than offset the higher initial investment. □



The Ferag system at The State Journal-Register, Springfield, Ill., involves a conveyor (top), hopper/feeders (foreground), and inserting drum (background).

13,000 expected to attend ANPA Production Conference

By Sandra L. Puncekar
presstime technical writer

FORUMS '80, the theme of the 52nd Annual ANPA Production Management Conference, suggests the interchange of ideas and information which will be the focus of this year's meeting June 7-11 in Atlanta. More than 13,000 are expected to attend.

The Conference will feature a new program format that will place greater emphasis on the more practical methods for effectively utilizing new technology. The three general sessions and nine workshops will be complemented by one of the largest exhibits of systems and equipment ever assembled. (See program details, pages 56-57.)

All sessions will be held on Level III of the Georgia World Congress Center in downtown Atlanta.

The exhibition hall, Level I of the center, will be open from 11 a.m. to 6 p.m. on Saturday and Sunday (June 7-8) and from noon to 6 p.m. on Monday, Tuesday and Wednesday (June 9-11).

Hotel reservation forms have already been sent to personnel of ANPA-member newspapers, overseas newspapers and to other interested persons. Room commitments have been received from 17 participating hotels, with the Atlanta Hilton and Hyatt Regency Atlanta serving as co-headquarters.

Hotel forms should be mailed before May 15 to the ANPA Housing Bureau, Suite 200, Peachtree Harris Building, 233 Peachtree St. NE, Atlanta, Ga. 30303. After that date, rooms can be reserved by calling (404) 659-4353.

A one-night room deposit is required for all reservations; confirmation will be sent by the hotel.

Special assistance in making reservations can be obtained by contacting the ANPA Housing Administrator at (215) 253-6155.

Atlanta transportation

ANPA will provide a **shuttle bus** service from all Conference hotels to the Georgia World Congress Center (with the exception of the Omni International which is adjacent to the center).

Buses will operate at regular intervals from Saturday through Wednesday. Signs and maps covering routes and schedules will be posted in the hotel lobbies and at the World Congress Center. ANPA Research Institute staff members also will be available for assistance.

Taxi fare from the Hartsfield Atlanta International Airport to the Conference hotels is approximately $9 per person, with reduced fares available for multiple riders.

Limousine service is available at the lower baggage level of the airport. Fare to the Conference hotels is $4 per person one-way and $7 per person round-trip. Service is approximately every 30 minutes from 8 a.m. to 8 p.m. Between 8 p.m. and 8 a.m., reservations must be made by calling (404) 762-6666.

ANPA has arranged special **car-rental discount** rates for the Conference.

For Spirit Rent-A-Car reservations, call the telephone hot line collect—(404) 231-0540. The Spirit car rental desk is

located at the Airport Hilton and is accessible by complimentary Airport Hilton shuttle service, available at the upper level of the airport.

For reservations from Hertz located on the lower level of the airport, telephone toll-free to (800) 654-3131.

To receive either company's discount rate, indicate that you are an ANPA member and/or are attending the ANPA Production Management Conference.

Conference registration

The Registration Desk will be located in the Main Lobby, Level III (main entrance), of the World Congress Center on June 7 and 8 from 10 a.m. to 6 p.m., and on June 9,10 and 11 from 8 a.m. to 6 p.m.

Registration is required for all attendees. There will be no pre-registration.

General registration—$25—covers admission to all general and workshop sessions and to the equipment exhibition.

Exhibit registration—no charge—covers admission to the equipment exhibition only.

Program highlights

Monday's general session will feature an address by ANPA Chairman and President Katharine Graham, chairman of the board of The Washington Post Co.

A report on the activities of both the Laboratory and Production Management Committees will be given by Uzal H. Martz Jr., president and publisher, Pottsville (Pa.) Republican, and chairman of the ANPA Laboratory Committee.

An update on satellite communications will be provided by ANPA Director Stanton R. Cook, chairman and publisher of the Chicago Tribune and chairman of the Joint Satellite Task Force of ANPA, the Associated Press and United Press International.

The session will conclude with "Hello Electron—Goodbye Kodachrome," a view of the new world of electronic imaging. Jonathan Blair of National Geographic magazine will discuss and demonstrate a camera which uses charged-coupled device chips, similar to those in computers.

In Monday's workshops:

- "People + Paper + Packaging + Planning = Profits" will feature the viewpoints of editorial, marketing, production and design personnel. Subjects will include how design can affect readership, marketability, productivity and efficiency.
- "Building a Circulation Data Base" will cover how to establish a subscriber and non-subscriber market; how to create better tools for circulation sales; the importance of active carrier participation; special zoning problems; and target marketing.
- "Electronic and Mechanical Preventive Maintenance" will focus on recruitment and development of personnel; computer and non-computer preventive maintenance programs; electronic maintenance and troubleshooting; spare parts to buy; and acquisition methods.

Program—52nd Annual ANPA Production Management Conference

Monday, June 9

Opening Session, 9 a.m. to 10:20 a.m.

Session Chairman: **Walter E. Mattson,** president and chief operating officer, The New York Times Co., and chairman of the ANPA Production Management Committee

Address of welcome—Jack W. Tarver, vice chairman, Cox Enterprises, Atlanta

Address by the chairman and president of ANPA—Katharine Graham, chairman of the board, The Washington Post Co.

Report from the ANPA Laboratory and Production Management committees—Uzal H. Martz Jr., president and publisher, Pottsville (Pa.) Republican, and chairman of the ANPA Laboratory Committee

Satellite report—Stanton R. Cook, chairman and publisher, Chicago Tribune; ANPA director; chairman of the Joint Satellite Task Force

Hello Electron—Goodbye Kodachrome—Jonathan Blair, National Geographic Magazine, Washington, D.C.

Three concurrent workshop sessions, 10:30 am. to 11:25 a.m., repeated from 11:35 a.m. to 12:30 p.m.

- **People + paper + packaging + planning = profits**
  Newspaper design and sectionalization

Session Chairman: **Kenneth C. Bronson,** vice president/affiliated newspapers, Stauffer Communications Inc., Topeka, Kan.

Panelists: **William R. McGrath,** graphics editor, The London (Ontario) Free Press; **Maxwell McCrohon,** vice president and editor, Chicago Tribune; **Frank J. Savino,** vice president/marketing, Hackensack (N.J.) Record; **Glenn A. Shank,** production director, Call-Chronicle Newspapers, Allentown, Pa.

- **Building a circulation data base**

Session Chairman: **Bill R. Gulledge,** vice president/staff services, Harte-Hanks Communications Inc., San Antonio, Texas

Panelists: **Maurice J. Buchart,** vice president and general manager, Courier-Journal and Louisville (Ky.) Times Co.; **Dennis J. O'Leary,** manager/systems data processing, Newsday, Garden City, N.Y.; **James Geis,** director of consumer marketing, The Miami Herald

- **Electronic and mechanical preventive maintenance**

Session Chairman: **Larry D. Strutton,** production manager, Rocky Mountain News, Denver

Panelists: **Ray Frazier,** president and general manager, Lexington (Ky.) Herald Leader Co.; **Douglas Fetterly,** technical service manager, San Rafael (Calif.) Independent-Journal

Tuesday, June 10

Guideposts—'80s, 9 a.m. to 10:20 a.m.

Session Chairman: **Ralph S. Roth,** vice president/production, Knight-Ridder Newspapers Inc., Miami

Newsprint projections—Dr. Jon G. Udell, School of Business, University of Wisconsin, and ANPA economics consultant

WOW: war on waste—Roger V. Dickeson, president, Printing Efficiency Management Corp., Canton, Conn.

Environmental confrontation—George R. Cashau, coordinator of operations, ANPA/RI

Strategic planning—Carter F. Bales, director, McKinsey & Co. Inc., New York

Three concurrent workshop sessions, 10:30 a.m. to 11:25 a.m., repeated from 11:35 a.m. to 12:30 p.m.

- **Automating the newspaper library**

Session Chairman: **L. John Rothwell,** vice president/engineering and production, Southam Inc., Toronto

The **Tuesday** general session will open with a discussion of the newsprint supply situation by Dr. Jon G. Udell of the School of Business, University of Wisconsin, and ANPA's economics consultant.

Methods to reduce newsprint waste and to improve press productivity will be outlined by Roger V. Dickeson, president of Printing Efficiency Management Corp., Canton, Conn.

George R. Cashau, coordinator of operations for ANPA/RI, will discuss recent congressional investigations into the effectiveness of the Occupational Safety and Health Administration. He also will address the effects of VDT usage and carcinogenic, effluent and solid waste regulations and their relationship to the newspaper business.

Ways to develop programs which provide competitive advantages in the circulation and advertising markets will be detailed by Carter F. Bales, director, McKinsey & Co. Inc. of New York.

In Tuesday's workshops:

- "Automating the Newspaper Library" will cover computer technology in newspaper libraries, planning and utilizing library systems and the effect of automated libraries on the editorial process.
- "Improving Efficiency in the Mailroom" will feature a summary of the ANPA/RI Inserting Performance Survey, the critical-path planning concept for mailrooms and an update on new developments in mailrooms.
- "Energy Management" will spotlight computerized controls to monitor energy consumption, solar energy and other techniques to reduce energy costs in newspaper plants.

Wednesday's general session will include presentations on "Infomart," by David M. Carlisle, president and chief executive officer of Infomart, Toronto; the home computer, by Thomas Whitney, executive vice president of engineering research and development, Apple Computer Inc., Cupertino, Calif.; "Xerox XTEN," by William M. Combs, vice president/marketing of XTEN, Woodland Hills, Calif.; and a 1980s overview by Richard E. Wiley, managing partner of the Washington office of Kirkland and Ellis, and a former Federal Communications Commission chairman.

In Wednesday's workshops:

- "Third Generation Systems: Pagination, Computers, Phototypesetters" will concentrate on front-end systems and the development of integrated systems, phototypesetters, laser platemaking and pagination.
- "Printing Presses—Options and Decisions" will feature The New York Times' conversion of letterpress units to offset; an update on ANPAPRESS™ and its retrofit inking system; a new lightweight press unit by Tokyo Kikai Seisakusho; the new Harris arch-type unit; and newspaper experiences with other press changeovers and conversions.
- "Transportation" will cover new concepts in routing and scheduling; fleet maintenance and repair; alternate fuel sources; and the future availability of fuel. □

Panelists: **Shirley E. Mooney,** library manager, Pacific Press Ltd., Vancouver, British Columbia; **Larry J. Elliott,** special projects coordinator, Edmonton (Alberta) Journal; **Ernest H. Perez,** head librarian, Chicago Sun-Times.

• Improving efficiency in the mailroom

Session Chairman: **Gene McDavid,** vice president/operations, The Houston Chronicle.

Panelists: **Robert L. Moyer,** vice president/operations, Small Newspapers, Kankakee, Ill.; **Robert L. Busch,** manager of industrial engineering, Knight-Ridder Newspapers Inc., Miami; **Ronald L. Rickman,** publisher, Quad-City Times, Davenport, Iowa.

• Energy management

Session Chairman: **Wayne Perry,** vice president and production director, Chicago Tribune.

Panelists: **John L. Irvin,** assistant operations manager, Times Publishing Co., St. Petersburg, Fla.; **Phillip A. Sanguinetti,** president and general manager, Anniston (Ala.) Star; **Lloyd J. Barnes,** mechanical superintendent, St. Paul (Minn.) Dispatch and Pioneer Press; **James P. Quinn,** production manager, New Brunswick (N.J.) Home News.

Wednesday, June 11

Telecommunications—'80s, 9 a.m. to 10:20 a.m.

Session Chairman: **Richard D. Blum,** senior corporate vice president, A. H. Belo Corp. (The Dallas Morning News).

Session Moderator: **Charles H. Everill,** corporate vice president and president/national group, Harte-Hanks Communications Inc., Hamilton, Ohio.

Infomart—David M. Carlisle, president and chief executive officer, Infomart, Toronto.

The home computer—Thomas Whitney, executive vice president/engineering research and development, Apple Computer Inc., Cupertino, Calif.

Xerox XTEN—William M. Combs, vice president/marketing, XTEN, Woodland Hills, Calif.

The 1980s: an overview—Richard E. Wiley, managing partner, Washington office, Kirkland and Ellis, and former Federal Communications Commission chairman.

Three concurrent workshop sessions, 10:30 a.m. to 11:25 a.m., repeated from 11:35 a.m. to 12:30 p.m.

• Third generation systems: pagination, computers, phototypesetters

Session Chairman: **Joseph M. Ungaro,** vice president and executive editor, Westchester Rockland Newspapers Inc., White Plains, N.Y.

Panelists: **John F. Jansson,** assistant editor/editorial operations, Chicago Tribune; **Timothy Benjamin,** research and development manager, San Francisco Newspaper Agency; **John Hill,** director of data processing, San Francisco Newspaper Agency; **Richard A. Ahlstrom,** vice president and production director, Westchester Rockland Newspapers Inc., White Plains, N.Y.

• Printing presses—options and decisions

Session Chairman: **John Sacchia,** national production manager, Hearst Newspapers, New York.

Panelists: **Joseph A. Riggs,** vice president/operations, The New York Times; **Raymond R. Dittrich,** vice president, News America Publishing Co., New York; **Irving Newhouse,** director of engineering and research, Newhouse Newspapers, New York.

• Transportation

Session Chairman: **Arnold L. McDonald,** production manager, The Pittsburgh Press.

Panelists: **Thomas J. Timbario,** program manager/transportation-fuel systems, Mueller Associates Inc., Baltimore; **Charles M. Griner,** circulation director, Atlantic City (N.J.) Press; **Richard R. Mayfield,** manager of transportation, Atlanta Journal and Constitution; **C. R. "Dick" Pickens,** president, Charles W. Pickens Co., San Marino, Calif.

Knight-Ridder opposes basis-weight reduction

Knight-Ridder Newspapers Inc., whose newspapers will consume more than 600,000 tons of newsprint in 1980, has taken a strong stand against any further reduction of basis weight of newsprint.

Knight-Ridder President and Chief Executive Officer Alvah H. Chapman Jr. said certain suppliers are beginning a "sales job to convince the newspaper industry that dropping basis weight from 30 to 28.5 pounds is an acceptable, even desirable, move."

"Nothing could be further from the truth," Chapman said. "We suffered when the newsprint industry switched from 32 to 30. We—and the reader and advertiser—suffered because of poorer runnability and lower printing quality.

"We'll suffer even more if the 28.5-pound ploy is allowed to become the industry standard. The result inevitably will be deteriorated quality and lower productivity for newspapers."

Chapman urged individual publishers, groups and newspaper organizations to join in vigorously resisting basis weight reduction.

ANPA has been on record for several years as being opposed to any further reduction in basis weight until quality improvements are evident. The Association reaffirmed this position earlier this year in a joint letter to the Canadian Pulp and Paper Association and the American Paper Institute.

Chapman, who is also an ANPA director, and Boykin Wright, director of production at The Miami Herald, were among those appearing recently at a meeting of a subcommittee of ANPA's Newsprint Committee. At that meeting, Wright used charts and graphs to demonstrate the serious, adverse effect the 32-to-30-pound reduction in 1974 had on The Miami Herald.

He said perhaps the most serious economic effect of another basis-weight reduction could be the need to buy additional press equipment costing many millions of dollars.

"We face just such a possibility in Miami because our growing circulation and deadline demands will not permit us to absorb the greatly increased web breaks and the decrease in copies per hour caused by press 'down time' related to these web breaks," Wright said.

"In Miami, we may face a $12-million capital investment in press units if runnability deteriorates. And we are not the only major newspaper near capacity" on its presses, he added.

Here are highlights from Wright's presentation:

- The Miami Herald averaged one break per 56.8 rolls run in the three years before 30-pound replaced 32-pound. In 1974, the switch to 30-pound occurred. Rolls/break fell to 31.7.
- In 1974 and 1975, some 28.5-pound stock was run as a test. As an apparent direct result, rolls/break in 1975 dropped to 30.9.
- In 1976 and 1977, page count was down to some extent. This fact had some positive influence on runnability. Rolls/break climbed to 37.8 and 40.1, respectively.
- But in 1978 and 1979, page count rebounded. Tighter supply of newsprint also is thought to have adversely affected paper quality. The result: 35.6 rolls/break in 1978 and 30.7 rolls/break in 1979.
- Miami was not alone. Other Knight-Ridder papers reported runnability problems. For example, the Akron (Ohio) Beacon Journal experienced a 40-percent loss in runnability after the change from 32-pound stock (1971-72) to 30-pound (1975-76). This tracked almost exactly with Miami's results, which showed a 39-percent runnability loss.

'We suffered when the newsprint industry switched from 32 to 30. . . . We'll suffer even more if the 28.5-pound ploy is allowed to become the industry standard. The result inevitably will be deteriorated quality and lower productivity for newspapers.'

Wright used the following table to illustrate expense incurred by increased web breaks, assuming 125 pounds of waste per break:

Runnability impacts—newsprint waste

190,000 rolls/yr. at 56.8 R/B	= 3,345 breaks
190,000 rolls/yr. at 34.6 R/B	= 5,491 breaks
Increase	= 2,146 breaks
2,146 additional breaks at 125 lbs	= 268,250 lbs
= 134 tons at $390	
= $52,260/yr.	

Wright cited the negative impact on printing quality as equipment goes up and down twice as often with the additional breaks. Current off-times are 20 to 25 minutes later than in 1973, a serious problem in timely delivery; some products have to be printed earlier to free up equipment for main runs because of runnability deterioration, he said.

"There is absolutely no question that lower basis newsprint causes additional strike-through and show-through and that ink adjustment is far more critical," Wright said. "Impression and roller-settings are more critical. Blanket maintenance is more critical and costly. Press maintenance (particularly paster and tension control) is more critical and costly. We are forced to simpler press layouts.

"We all face vigorous competition—from other dailies, from suburbans, from TV, from special-interest, improved magazines, from direct mail—from all contenders for the individual's time.

"While competitors improve in quality, we see our basic raw material becoming poorer. The total impact is difficult to measure, but the damage to quality may well hurt us more in the long run than any quantifiable harm."

Chapman and Wright emphasized that they did not consider themselves adversaries to the newsprint suppliers. Wright said:

"We are trying to present a case to protect and serve our own business and, therefore, protect and serve the newsprint industry. Any time we incur a negative impact on the quality of our product, we seriously jeopardize our long-term business health—and that of the newsprint industry." □

As contracts in Canada expire, talks and mill work continue

Negotiations began in April between labor unions and management at many of the 29 Canadian newsprint mills where contracts formally expired April 30 [**presstime**, April, page 57].

However, work can be expected to continue under existing contracts while parties bargain in good faith. "I am certainly hopeful and optimistic that they will get a settlement and an early settlement," said Brian Fallows, manager of the industrial relations section of the Canadian Pulp and Paper Association.

The Canadian Paperworkers Union opened talks April 9 with Abitibi-Price Inc., operator of nine mills in Ontario, Manitoba, Quebec and the Maritime provinces.

The union began bargaining April 14 with the Canadian International Paper Co., which has three mills in Quebec and New Brunswick.

CPU, which has called for a 40-percent wage boost over two years [**presstime**, February, page 50], represents about 33,000 workers—the vast majority of papermakers whose contracts ended in April.

The Confederation of National Trade Unions represents workers at one Quebec mill, and the United Papermakers International Union is bargaining agent for some workers at one Ontario mill.

Contracts at three more Canadian mills are scheduled to expire May 31 and at another on Dec. 31 [**presstime**, November, page 57].

Meanwhile, one long-term agreement was reached in the United States, where contracts at four newsprint mills expired this spring. On April 3, two days after their contract expired, members of the United Paperworkers International Union at Crown Zellerbach Corp.'s Wauna, Ore., mill ratified a new, five-year contract. It provides for wage increases of 10 percent in the first year; 3 percent plus a 47-cent-per-hour, cost-of-living "advance" and a cost-of-living adjustment in the second year; and 3 percent, plus a cost-of-living adjustment in the third, fourth and fifth years.

Robert W. Hess, managing director of the Pacific Coast Association of Pulp and Paper Manufacturers, said a desire for "labor relations stability" led to the "very unusual" five-year pact. "We certainly haven't seen any indication at all" that this contract will serve as a model in other talks, he said.

Negotiations between the Association of Western Pulp and Paper Workers and Publishers Paper Co. "recessed" April 7 at the Publishers Paper mill in Oregon City, Ore., so that bargaining teams could begin talks at the company's Newberg, Ore., mill. Contracts lapsed March 15 at Newberg and April 1 at Oregon City.

Negotiations have been in progress since late February at Oregon City. The union on April 3 served the company with a contract termination notice—action that often signals the beginning of a strike countdown. But Hess reported that the strike clock will not begin ticking until talks reach an impasse.

The United Paperworkers International Union and Garden State Paper Co. Inc. began negotiations at the company's Pomona, Calif., mill April 14.

Contracts will expire at nine other U.S. mills this year, two in June, four in July and one each in September, October and December. □

Newsprint mill projects to add 2.2 million tons of capacity

Publicly announced newsprint mill expansion projects over the next six years will add a total of 2.2 million metric tons of new capacity in North America, according to a compilation by ANPA's Newsprint and Traffic Department.

The projects in Canada will cost about $1.5 billion (Canadian). U.S. cost figures are incomplete.

The compilation does not include expansion projects that are under consideration but not yet definite.

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
1980			
Bear Island Paper Co.	Doswell, Va.[1]	$100	159,000
Boise Southern Co.	DeRidder, La.[2]	$136	163,000
Kruger Inc.	Bromptonville, Quebec[3]	C$35	70,000
MacMillan Bloedel Ltd.	Port Alberni,[2] British Columbia	C$23	50,000
1981			
Abitibi-Price Inc.	Stephenville,[4] Newfoundland	C$100	136,000
Canadian International Paper Co.	Gatineau, Quebec[3]	C$41	91,000
Garden State Paper Co.	Pomona, Calif.[3]	$30	34,000
MacMillan Bloedel Ltd.	Powell River,[2] British Columbia	C$163	91,000[5]
North Pacific Paper Co.	Longview, Wash.[2]	—	191,000
Publishers Paper Co.	Newberg, Ore.[2]	$127	191,000
St. Regis Paper Co. (Southland Division)	Houston, Texas[3,4]	—	130,000

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
1982			
Abitibi-Price Inc.	Iroquois Falls,[2] Ontario	C$111	31,000[6]
British Columbia Forest Products Ltd.	Crofton, British Columbia[2]	C$150	175,000
Consolidated-Bathurst Inc.	Shawinigan, Quebec[3]	C$32	36,000
Crown Zellerbach Canada Ltd.	Campbell River,[2] British Columbia	C$171	180,000
Donohue Normick Inc.	Amos, Quebec[1]	C$140	150,000
New Brunswick International Paper Co.	Dalhousie,[3] New Brunswick	C$86	98,000
1983			
Ontario Paper Co. Ltd.	Thorold, Ontario[2]	C$260	91,000
1985			
British Columbia Forest Products Ltd.	Hurdy, Alberta[1]	C$165	175,000

[1] New mill
[2] New machine(s)
[3] Speedup
[4] Conversion of a machine to newsprint
[5] Net increase due to conversion of newsprint machine to groundwood paper

Quarterly consumption up

Estimated U.S. newsprint consumption of all users in March was 875,000 metric tons, the same level as in March 1979. However, there was one more Sunday this past March, possibly resulting in a 2- to 3-percent overstatement compared to March 1979.

Consumption for the first quarter of 1980 increased 1.5 percent from the same period in 1979.

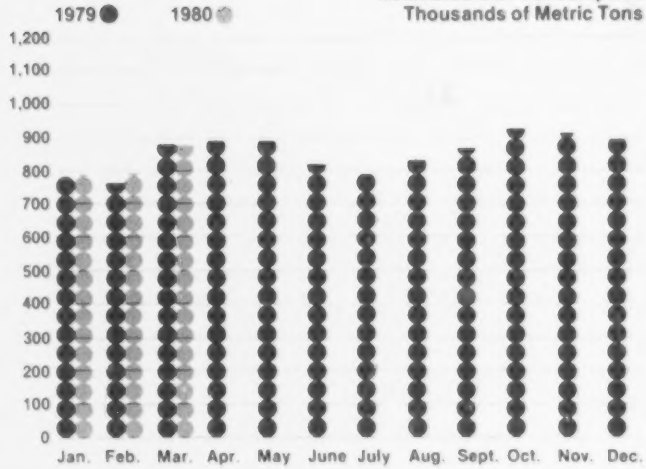
Estimated consumption of all daily newspapers increased 0.2 percent for March 1980 and 2.3 percent for the first three months of the year, compared to the same periods in 1979.

U.S. daily newspapers accounted for about 77 percent of estimated newsprint consumption of all U.S. users in the first quarter of 1980.

Stocks of ANPA-member newspapers included in the statistical sample were equivalent to 35 days' supply at the end of March 1980, two days more than in March 1979 but one day less than in February 1980.

U.S. newsprint mills' operating rate was 96.9 percent in March 1980 compared to 96.5 percent in March last year. The operating rate in Canada was 100 percent in March 1980 compared to 98 percent in March 1979. □

1979-80
Estimated U.S. Consumption
Thousands of Metric Tons



March 1980 figures are preliminary.
January and February 1980 figures are revised.

Estimated consumption of all U.S. daily newspapers[1]

Region	February 1980	February 1979	% Change
Northeast	150,047	141,243	+6.2
North Central	143,322	144,017	- 0.5
South	185,182	175,617	+5.5
West	135,429	125,367	+8.0
Circulation size			
0-25,000	51,837	50,551	+2.5
25,001-100,000	104,123	99,452	+4.7
over 100,000	458,020	436,241	+5.0
February totals	613,980(r)	586,244	+4.7(r)
Two-month totals	1,222,117(r)	1,181,849	+3.4

Region	March 1980	March 1979	% Change
Northeast	164,525	161,844	+1.7
North Central	160,055	168,920	- 5.3
South	204,950	201,645	+1.6
West	146,784	142,360	+3.1
Circulation size			
0-25,000	54,645	59,738	- 8.5
25,001-100,000	115,355	114,550	+0.7
over 100,000	506,314	500,481	+1.2
March totals	676,314(p)	674,769	+0.2(p)
Three-month totals	1,898,431(p)	1,856,618	+2.3(p)

Estimated consumption of all U.S. users

	1980	1979	% Change
January totals	789,000(r)	777,000	+1.5
February totals	793,000(r)	769,000	+3.1
March totals	875,000(p)	875,000	0.0
Three-month totals	2,457,000(p)	2,421,000	+1.5

[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample.

(r) = revised
(p) = preliminary

Production

	Canada	U.S.A.	North America
March 1980	782,378	357,616	1,139,994
March 1979	750,558	315,514	1,066,072
Increase or decrease	+ 31,820	+ 42,102	+ 73,922
	+ 4.2%	+ 13.3%	+ 7.0%
Three months 1980	2,297,328	1,031,832	3,329,160
Three months 1979	2,188,532	881,289	3,069,821
Increase or decrease	+ 108,796	+ 150,543	+ 259,339
	+ 5.0%	+ 17.1%	+ 8.5%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1980	551,348	84,699	141,238	777,285
March 1979	563,073	77,018	123,179	763,270
Three months 1980	1,615,506	245,251	387,944	2,248,701
Three months 1979	1,598,076	225,844	311,125	2,135,045
From U.S. mills				
March 1980	343,880	——	7,412	351,292
March 1979	308,234	——	9,416	317,650
Three months 1980	989,132	——	29,889	1,019,021
Three months 1979	859,308	——	22,452	881,760
From North American mills				
March 1980	895,228	84,699	148,650	1,128,577
March 1979	871,307	77,018	132,595	1,080,920
Three months 1980	2,604,638	245,251	417,833	3,267,722
Three months 1979	2,457,384	225,844	333,577	3,016,805

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply) in transit)
February 1980	670,415(r)	29	7
February 1979	646,379	26	9
March 1980	681,914(p)	28	7
March 1979	650,455	26	7
Canadian mills			
March 1980	210,321	--	--
March 1979	237,914	--	--
U.S. mills			
March 1980	29,142	--	--
March 1979	19,763	--	--

8 N.J. towns begin mandatory program to recycle newsprint

The nation's first mandatory, regional, newsprint-recycling program got underway in April in Monmouth County, N.J.

Eight communities with a combined population of 50,000 joined in the pilot project which they expect will take a minimum of 200,000 pounds of old newspapers from normal waste-disposal channels each month.

Under the plan, residents could be fined $5 for putting waste newspapers into the trash instead of on the curb for twice-monthly pickup. Heftier fines—up to $200—could be levied on "scavengers" picking up newspapers destined for the program.

Participating communities will be paid up to $7 a ton for the newsprint collected by the Young-Guenther Co. of South Orange, N.J., which will resell it to the Garden State Paper Co. for its recycling mill in nearby Garfield, N.J.

A similar regional program is being organized in Burlington County, N.J. A number of individual communities also have such programs [**presstime**, November, page 12]. □

Correction

Reed Paper Ltd.'s first 1980 newsprint price increase took effect May 1, not April 1 as reported in the March edition of **presstime** (page 48). □

COWPS review of hikes won't start before July

The California Newspaper Publishers Association will have to wait until summer before the federal Council on Wage and Price Stability ruminates over the latest round of newsprint price increases.

CNPA requested the review in March, prior to the effective date of the increases (in most cases, April 1 or May 1). But a COWPS official told the association that the agency can scrutinize price hikes only at the conclusion of the quarter in which they took effect; i.e., in this case, after June 30.

The latest hikes, the second for most newsprint companies in six months, averaged about 6.5 percent [**presstime**, April, page 57]. □

Newsprint notes

Canadian International Paper Co. announced it will modernize and expand its New Brunswick International Paper Co. newsprint mill in Dalhousie, New Brunswick, at a cost of about $86 million (Canadian). Completion is expected by late 1982. Work will include rebuilding two newsprint machines for an increase in annual capacity of approximately 98,000 metric tons.

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Abitibi-Price, in an effort to reduce its dependency on natural gas, will become the first Canadian newsprint manufacturer to use pelletized waste wood as a major source of fuel.

The company has signed a long-term contract with Shell Canada Ltd. to buy an annual 90,000 tons of the material. It will be used to fire a boiler at the Abitibi-Price Iroquois Falls, Ontario, plant, where the firm will spend $1.8 million this year for the conversion. Shell will build a multimillion-dollar pelletizing plant at Hearst, 170 miles west of Iroquois Falls, that is scheduled to go into production in early fall.

The facility will operate under a system called "Woodex," in which waste logs, chips, sawdust and shavings from local sawmills in the Hearst area will be fed into a grinder; moved into a kiln where moisture content will be reduced from 50 to 15 percent; and then pelletized in a high-heat-and-pressure chamber. □

Equipment for sale

Compugraphic Hi Range Uni-Setter, model no. 70, serial no. 1487, with Dek keyboard, spare parts, spare reader, film strips, two years old, replaced with high speed equipment, available May. $17,500.

Fairchild scanagraver, complete with storage cabinet, fair condition. Contact Harold Schmunk, West Central Daily Tribune, Box 839, Willmar, Minn. 56201, (612) 235-1150.

OCR Teleprinter, wire or feature service, model 210, two years old and supported by Graphic Products Corp., like new, $500. Contact General Manager, The Anniston Star, P.O. Box 189, Anniston, Ala. 36202, (205) 236-1551.

Letterflex no. 135A platemaking equipment, including spare parts, less than one year old, excellent condition, $35,000. Contact Robert Terry, Los Angeles Times, Times Mirror Square, Los Angeles, Calif. 90053, (213) 972-5186.

Encomatic plate processor and other items, all in very good condition, any reasonable offer accepted. Contact Whitney Sutherland, The Journal Inquirer, Manchester, Conn. 06040, (203) 646-0500.

Two Mita Copystar Electronic A2 Auto 17 inches, good for parts only; six turtles for hot type chases; one Hendrix 5700 series controller needs some work; two Hendrix 5700 series terminals, one good, one needs transformer; one hot metal plate finisher; one Royfax proof machine, fair shape; two Fairchild punches, parts only; two 4961 Compugraphic paper tape punches, parts only; one 4961 Compugraphic paper tape punch, good condition. Contact Earl Bowers, The Alexandria Gazette, 717 No. St. Asaph St., Alexandria, Va. 22314, (703) 549-0004.

Salvage rewinder, up to 40-inch diameter rolls, 1-1/2 h.p. motor with reduction gear, variable speed, 200 single phase electrics, web tension is controlled by hand brake, two shafts included, $500. Contact Don Coulter or Ben Myers, The Lapeer County Press, Lapeer, Mich. 48446, (313) 664-0811.

CSI typesetting system (Edit/Set and Class/Set) consists of two PDP8-E Digital computers, two 2414 Compugraphic typesetters, three Beehive VDTs, three Megadata 102 VDTs, one Megadata 104 VDT, two 9100 keyboards, two Extamatic processors, two Mohr drum dryers, one Compugraphic 7200, may be purchased as a complete system or piecemeal. Contact Dale Larson, Production Director, Duluth Herald and News-Tribune, 424 W. First St., Duluth, Minn. 55802, (218) 723-5238.

Six used Digital RK06-DC disk cartridges. Contact John W. Hillmer, general manager, Waukesha Freeman, 200 Park Place, Waukesha, Wis. 53187, (414) 542-2501.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

Rail, truck deregulation advances on Capitol Hill

Bills that would deregulate the rail and trucking industries passed the Senate in April by substantial margins.

The measures would reduce the Interstate Commerce Commission's authority over these heavily regulated carriers, giving them greater flexibility in rate setting.

The **rail deregulation** bill, S 1946, also would make it easier for railroads to merge and reorganize and would establish protection for shippers from excessive rates where competition does not exist. It passed on a vote of 91-4 April 1.

Its progress is being watched closely by newspaper transportation officials because newspapers are major shippers of newsprint and equipment by rail. ANPA's Traffic Committee generally supports the bill and is reviewing separate legislation in the House Transportation and Commerce Subcommittee, introduced by Chairman James J. Florio, N.J.

S 2245, the **truck deregulation** bill, passed April 15 on a 70-20 vote. It would help ease entry into the trucking business, eliminate restrictions believed to inhibit efficiency and fuel conservation efforts, open rate bureau hearings to the public and do away with the antitrust immunity the industry enjoys in setting rates where a single carrier moves traffic.

Similar legislation, HR 6418, is pending in the House Surface Transportation Subcommittee. □

Transportation notes

Sixteen railroads have been providing interim service on parts of the **Rock Island** railroad under Interstate Commerce Commission authority since 12:01 a.m. March 24, when an ICC directed-service order expired [**presstime**, April, page 17]. The temporary authority, which expires at 11:59 p.m. May 31, is designed to allow time for final agreements to be reached in negotiations for the sale or transfer of Rock Island's line. A U.S. District Court judge has given the Rock Island until July 17 to submit a liquidation plan.

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A U.S. District Court judge has cleared the way for the Chicago, Milwaukee, St. Paul & Pacific Railroad (**Milwaukee Road**) to borrow $30 million from the federal government to keep the line operating through May 15, when its bankruptcy trustee will present a revised partial plan of reorganization [**presstime**, April, page 17]. Judge Thomas McMillen said he believes the railroad can be reorganized to a profit-making basis. The Carter administration remains opposed to liquidation of the Milwaukee Road if restructuring could result in a viable operating system.

•••

The ICC granted the nation's railroads one-year permission to collect, beginning April 11, a 1.2-percent **fuel surcharge**. It is intended to offset a revenue shortfall—caused by regulatory lag—between rate increases granted and fuel-cost increases incurred between Oct. 1, 1978 and Sept. 30, 1979. The surcharge can be collected after May 10.

•••

The **United Parcel Service** said it would implement on May 1 a 6.8-percent increase in rates and charges. The ICC had approved the new rates April 12.

•••

Order forms for American Trucking Association **truck fleet safety materials** are available from the ANPA Newsprint/Traffic Department at The Newspaper Center. The form lists items which enable motor carriers to comply with federal regulation and to conduct effective safety programs. Examples are the "Federal Motor Carrier Safety Regulations," "Driver Inspection Report" and "Facts for Drivers." □

Analysts hear upbeat reports of newspapers

Securities analysts attending the 9th annual Newspaper Forum for Institutional Investors in Washington were given an "upbeat" report from officers of the nine publicly held newspaper companies invited to make presentations.

According to host John Morton, newspaper analyst for John Muir & Co., "Most of the companies foresaw a lot of challenges in 1980 for different reasons."

Some, he said, "expected to encounter difficulties in 1980 showing earnings growth." Others, he said, "were pretty confident of being able to perform well in 1980, even in the case of a recession."

Basically, however, companies were "upbeat about the long-term prospects and the ability of newspaper companies to perform financially well in the environment of the next several years."

Companies reporting were Knight-Ridder Newspapers Inc., Times Mirror Co., Dow Jones & Co. Inc., Lee Enterprises Inc., Gannett Co. Inc., Media General Inc., The Washington Post Co., Multimedia Newspapers and Harte-Hanks Communications Inc. □

Summer start-up slated for NYT Midwest edition

The New York Times will offer an edition printed in Chicago to its midwestern readers beginning in July.

Pages will be made up in New York and transmitted via satellite to the presses of Southtown Economist Inc. The satellite transmission system the Times will use "is about four times faster than any other newspaper system in operation," according to Publisher Arthur Ochs Sulzberger.

"This is an important part of our effort to improve national distribution and at the same time reduce transportation expense—the newspaper's most rapidly escalating cost," he said. The Chicago-produced edition would be distributed in a nine-state area. □

newspaper notes

Karl Neddenien

Call-Chronicle Newspapers Inc. of Allentown, Pa., sustained furniture and electronic equipment damage April 13 when a fire believed caused by arson broke out in the Evening Chronicle's newsroom. Four separate fires were set, officials said. The building's sprinkler system helped contain the blaze. Staff files, typewriters, furniture and five video display terminals were damaged by water. Publication schedules were not delayed by the Sunday morning fire.

'Facts About Newspapers' charts growth of dailies and weeklies in U.S., Canada

U.S. daily newspapers in 1979 increased in number published, circulation, employment, newsprint consumption and advertising volume. The number of Sunday and weekly newspapers also increased, and both gained in circulation.

In Canada, daily newspapers posted records in circulation and advertising volume.

This solid performance is detailed in "Facts About Newspapers 1980," a statistical summary of the newspaper business compiled annually by ANPA from trade and government sources. A copy is inserted as a pull-out feature of this edition of **presstime.**

The 28-page booklet shows that:

- Advertising revenues for U.S. daily newspapers reached a record $14.5 billion. Daily newspapers' share of advertising revenues (29 percent) was greater than that of television and radio combined.
- The number of U.S. daily newspapers totaled 1,763, a gain of seven from 1978. Daily circulation rose to more than 62 million.
- The number of U.S. Sunday newspapers climbed to an all-time high of 719, compared to 696 in 1978, and circulation exceeded 54 million.
- U.S. weekly newspapers numbered 7,954, 281 more than in 1978, with circulation of 42.3 million.
- Newsprint consumption in the United States was a record 11.2 million short tons, up from 10.8 million in 1978.
- Employment by U.S. newspapers increased 14,500 to more than 420,000. Newspapers ranked fourth in the government's listing of the nation's largest manufacturing employers, behind only the automotive, steel and motor-vehicle-parts industries.
- Canadian daily newspaper circulation reached a record 5.4 million. Advertising revenues in Canada increased by $69 million to an unprecedented $836 million.

Additional copies of "Facts About Newspapers 1980" are available from ANPA's Public Affairs Department at The Newspaper Center. □

Acquisitions

Charter Media Co., Jacksonville, Fla., acquired The Bulletin, Philadelphia, daily circulation 460,701.

Ogden Newspapers, Wheeling, W.Va., acquired Michelson Media Inc., Fairmont, Minn., publisher of three Minnesota dailies: the New Ulm Journal; the Daily Sentinel, Fairmont; and The Independent, Marshall; total circulation, 31,780. □

Management skills to be focal point of Texas seminar

A dynamic reporter is promoted to a management position but he lacks a business and administrative background.

Down the hall, a manager with business expertise discovers he must know more about the overall newspaper operations.

A third newspaper executive needs a broader view of business concepts.

Newspaper executives in these and other situations will benefit from the second annual management development program for newspaper executives June 15-21 at the University of Texas, Austin.

The symposium will be conducted by the university's Graduate School of Business in cooperation with the College of Communication and the Texas Daily Newspaper Association.

Included will be an overview of important technical developments affecting newspapers in the 1980s.

Cost is $840 per person. For more information, contact Michael Ellsberry, Graduate School of Business, University of Texas at Austin, Box 7337, Austin, Texas 78712; (512) 471-5893. □

Paper's former owner sues Gannett over sale

The former owner of The New Mexican in Santa Fe, N.M., has argued in a U.S. District Court trial at Santa Fe that the Gannett Co. Inc. violated terms of its purchase of the newspaper.

Robert McKinney wants to regain ownership of the newspaper or be paid $25 million, or both.

Gannett, however, says it has lived up to the agreement.

There has been conflicting testimony in the weeks-long trial.

According to Managing Editor Mike Stepanovich, The New Mexican is using unedited Associated Press copy instead of staff-written articles about the trial. As he explained to readers, "The AP will have no conflict of interest in the proceedings. . . . You want to be sure the reports of the trial you get are complete and objective. And in this manner I hope to assure you they will be." □

ANPA committee chairmen, vice chairmen named

Newly elected ANPA Chairman and President Katharine Graham has appointed the following new chairmen and vice chairmen, respectively, of the Association's standing committees:

Circulation—Tutt S. Bradford of the Maryville (Tenn.) Daily Times; Grover Friend of the Bucks County (Pa.) Courier-Times.

Convention Arrangements—Clayton Kirkpatrick, Chicago Tribune; Tom Johnson, Los Angeles Times.

Editorial Advisory—Christy C. Bulkeley, The Commercial-News, Danville, Ill.; Lloyd Ballhagen, Harris Enterprises, Hutchinson, Kan.

Government Affairs—K. Prescott Low, The Patriot-Ledger, Quincy, Mass.; Edwin L. Heminger, The Courier, Findlay, Ohio.

Labor and Personnel Relations—Darrow Tully, The Arizona Republic and Phoenix Gazette; Keith R. Fuller, McClatchy Newspapers, Sacramento, Calif.

Membership—Charles M. Meredith III, The Free Press, Quakertown, Pa.; Lewis D. Whitehead, The Brandon (Manitoba) Sun.

News Research—Don E. Carter, Knight-Ridder Newspapers Inc., Miami; Jean Alice Small, Small Newspapers Inc., Kankakee, Ill.

Press-Bar Relations—Joe R. Seacrest, Journal-Star Printing Co., Lincoln, Neb.; Douglas H. McCorkindale, Gannett Co. Inc., Rochester, N.Y.

Research and Production (will combine the Laboratory, Production Management and Technical Coordinating committees)—Stanton R. Cook, Chicago Tribune; Richard J. V. Johnson, The Houston Chronicle.

Task Force on Broadcast and CATV Ownership—Thomas A. Oakley, Quincy (Ill.) Herald-Whig; John W. Gallivan, The Salt Lake Tribune, Salt Lake City.

Training (formerly a subcommittee of the Labor and Personnel Relations Committee)—Helen K. Copley, The Copley Press Inc., La Jolla, Calif.; Donald Barhyte, Multimedia Inc., Greenville, S.C.

Tutt S. Bradford | Clayton Kirkpatrick | Christy C. Bulkeley | K. Prescott Low | Darrow Tully

Charles M. Meredith III | Don E.Carter | Joe R. Seacrest | Stanton R. Cook | Thomas A. Oakley

Helen K. Copley | Donald Soldwedel | Kenneth M. Carter | Robert G. Marbut | Robert Mannel

Continuing to serve as chairmen and vice chairmen are:

Newsprint—Donald N. Soldwedel, Yuma (Ariz.) Daily Sun; Edward R. Padilla, Trenton (N.J.) Times.

Postal—Kenneth M. Carter, Peekskill (N.Y.) Evening Star; Loring W. Britton, The Christian Science Monitor, Boston.

Telecommunications—Robert G. Marbut, Harte-Hanks Communications Inc., San Antonio, Texas; Donald F. Wright, Newsday, Garden City, N.Y.

Traffic—Robert Mannel, Chicago Tribune; Robert S. Howard, Howard Publications, Oceanside, Calif.

Special Board committees and their chairmen are:

Audit—Warren H. Phillips, Dow Jones & Co. Inc., New York.

Employee Retirement Board Trustees—William H. Cowles 3rd, Cowles Publishing Co., Spokane, Wash.

Executive and Nominating committees—immediate past ANPA Chairman and President Allen H. Neuharth, Gannett Co. Inc.

Facilities Planning—Richard J. V. Johnson, The Houston Chronicle.

Complete committee rosters will be announced at a later date. □

Foundation names Chapman 1980-81 chairman, president

The ANPA Foundation Board of Trustees elected Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc., chairman and president for a one-year term at the Trustees' April 23 meeting in Honolulu.

Other Foundation officers chosen at the meeting were John B. Lake of the Times Publishing Co., St. Petersburg, Fla., vice chairman; ANPA General Manager Jerry W. Friedheim, executive vice president; ANPA Foundation Vice President and Director Judith D. Hines, secretary; and ANPA Assistant General Manager Thomas C. Fichter, treasurer.

Alvah H. Chapman Jr.

Newly elected to three-year trusteeships were Garner Anthony of Cox Enterprises Inc.; William H. Cowles 3rd of Cowles Publishing Co., Spokane, Wash.; Margaret L. Hamilton of Thomson Newspapers, Toronto; Edwin L. Heminger of The Courier, Findlay, Ohio; and Arthur Ochs Sulzberger of The New York Times Co.

Re-elected for three-year terms as trustees were Helen K. Copley of The Copley Press Inc., La Jolla, Calif.; Katharine Graham of The Washington Post Co.; William C. Marcil of The Forum, Fargo, N.D.; and Donald N. Soldwedel of the Yuma (Ariz.) Daily Sun.

Continuing to serve as trustees for terms not expiring are Lyell B. Clay of the Charleston (W.Va.) Daily Mail; Stanton R. Cook of the Chicago Tribune; Frank Daniels Jr. of the Raleigh (N.C.) News & Observer and Times; Helene Foellinger of Fort Wayne (Ind.) Newspapers Inc.; Beland H. Honderich of The Toronto Star; Richard J. V. Johnson of The Houston Chronicle; John M. Jones of The Greeneville (Tenn.) Sun; K. Prescott Low of The Patriot Ledger, Quincy, Mass.; Robert G. Marbut of Harte-Hanks Communications Inc.; Charles M. Meredith III of The Free Press, Quakertown, Pa.; Ashton Phelps of The Times-Picayune and States-Item, New Orleans; Warren H. Phillips of Dow Jones & Co. Inc.; Lloyd G. Schermer of Lee Enterprises Inc., Davenport, Iowa; and Dolph C. Simons Jr. of The Lawrence (Kan.) Journal-World.

Allen H. Neuharth of Gannett Co. Inc. will continue to serve as a trustee as the immediate past president and chairman of ANPA. □

Renfroe to manage personnel relations

Patricia P. Renfroe, manager of employee relations and administrative services for the American Association of University Women, has been appointed ANPA manager/personnel relations.

A former teacher and newspaper education writer, Renfroe is a 1956 graduate of the University of Florida, and she received a master's degree in management from George Washington University in 1978.

She will report to Vice President/Labor and Personnel Relations Roy W. Anderson.

Patricia P. Renfroe, Roy W. Anderson (seated) and Manager/Labor Relations Charles Cole.

New members

SISKIYOU DAILY NEWS

Yreka, Calif. (circulation 5,339). Donald E. Hogun, general manager.

韓美新報

Korean American Times

Huntington Beach, Calif. (circulation 5,000). Hyung I. Kim, publisher.

Sturgis Journal

Sturgis, Mich. (circulation 10,465). James W. Gunderson, publisher.

Bluffton News-Banner

Bluffton, Ind. (circulation 5,436). Celia M. Swaim, publisher.

THE DAILY NEWS

Memphis, Tenn. (circulation 1,770). John Paul Jones, publisher.

Potomac News

Woodbridge, Va. (circulation 18,760). Paul Muse, publisher.

FOI, satellites, kenaf among top ANPA pursuits

Enhancing the free flow of information at home and abroad, paving the way for satellite transmission of news and advertising, developing kenaf as a wood pulp substitute for newsprint, perfecting a lighter-weight press—these and myriad other endeavors have been dealt with during the past year by newspaper executives serving on ANPA committees.

Reports from each of the 14 standing committees and three task forces are compiled in the 1980 Convention Reports booklet which has been sent to all ANPA-member newspapers and distributed at the Honolulu Convention.

Excerpts from some of the reports of the committees and task forces follow:

Government Affairs—"Activities currently presenting the greatest challenges to newspapers include: judicial actions to close courtrooms; growing discussion of media-ownership 'concentration'; development of gasoline conservation and rationing programs which fail to adequately recognize newspapers, and international efforts to influence news coverage."

Press/Bar Relations—"The Committee reviewed the decision (*Gannett v. DePasquale*) and assisted in exploring ways the press could act to soften its impact on the newsgathering process." It also explored "opportunities for the press to cover the decisions of the U.S. Supreme Court in a more thorough manner."

ANPA/ABA Task Force—"The Task Force continued its focus on educational programs of value to the press, the bar and the judiciary."

Telecommunications—"Perhaps the most significant development was the decision of the Federal Communications Commission to abandon its regulatory scheme of compulsory licenses for receive-only, satellite earth stations."

Joint Satellite Task Force—"The Joint Satellite Task Force composed of representatives of ANPA, the Associated Press and United Press International . . . submitted its final report and recommendations to the boards of directors of the three organizations." ". . . It was determined that it was neither feasible nor necessary for the newspaper business to seek to establish some sort of new and separate 'joint-venture' entity to manage a whole satellite communications system be it owned or leased. And, it was determined that neither AP nor UPI should become a single 'operating agent' for a system.

"Rather, it became obvious the goal of proper service for the newspaper business could be accomplished by having AP and UPI agree to occupy the *same* satellite(s) and transponder(s), thus both wire services (and others associated with them) could be received by an individual newspaper using *one* receiver dish."

News Research—Published six News Research Reports, "to make the research reports as understandable and as useful as possible, the Committee has placed special emphasis during the year on prepublication reviews and critiques by selected editors and members of the Newspaper Research Council."

Circulation—The Committee is concerned that "various government regulatory and legislative actions could inhibit a newspaper's ability to sell and distribute its product. Several matters . . . have been monitored by the Committee, including franchise reform legislation and regulation, postal matters, bus rates for newspapers and tax treatment of individual contractors."

Labor and Personnel Relations—In *training*, "several ongoing programs . . . were refined and strengthened . . ." and two new programs were introduced: "Managing People in the Circulation Department" and "Strategic Planning Seminar."

In *personnel relations*, the Committee monitored "significant developments in the field of equal employment opportunity for possible effects on newspapers."

In *labor relations*, "intensified organizational campaigns, underwritten by the largest organizational funds in the history of the graphic arts union movement and strengthened with assistance of the AFL-CIO Department of Organization and Field Services, failed to achieve any noticeable gains during the past year in total union membership among member newspapers."

Postal—Considerable postal activity "in the courts, before the Postal Rate Commission, in Congress and with the Postal Service . . . led to the development in late 1979 of a special task force of the Postal Committee whose aim was to pinpoint areas in which the Committee and ANPA should concentrate our efforts."

Newsprint—"In 1979 U.S. newsprint consumption by all users set a new record of 10.2 million metric tons—an increase of more than 3 percent from 1978."

"Press-run tests (on kenaf) were conducted in December by six ANPA-member newspapers. . . . Although we now know that newsprint can be produced from kenaf, further development work is required. . . . The ANPA Board . . . approved the Committee's recommendation (for continued testing), and a kenaf subcommittee of the Newsprint Committee now is monitoring this program."

Production Management—One task force "has completed a program to develop guidelines which will assist member newspapers in equipment-purchase contract negotiations and contract language."

A recommendation originated by another task force resulted "in a new ink research program being initiated in the Association's 1980 budget."

Another task force is "working on development of a possible fixed-unit, national advertising sizing system which could alleviate the wide format variations presently existing with regard to national advertising."

Laboratory—"The New Press Design Subcommittee . . . has worked closely with the ANPA/RI Research Center staff in producing a prototype ANPAPRESS™. Work also has proceeded in the development of single and double-width retrofit ANPAPRESS inking units."

"Work is progressing toward the development of a letterpress water-based ink, as well as toward a retrofit ANPAPRESS inking system designed for offset production. Activity is also proceeding with interested manufacturers aimed at the commercial marketing of both the ANPAPRESS and retrofit units." □

speeches

William H. Hornby

George Beebe

Joseph M. Ungaro

James J. Kilpatrick

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **Remarks on the press and the judiciary.** Katharine Graham, chairman and president, ANPA, and chairman of the board, The Washington Post Co. Fairfax Bar Association, Fairfax, Va., March 20.
- **So Many Roads to Choose.** Allen H. Neuharth, ANPA Executive Committee, and chairman and president, Gannett Co. Inc. University of Florida commencement, Gainesville, March 22.
- **The Press in the 1980s.** William H. Hornby, vice president and editor, The Denver Post. Annual Colorado Press-Sigma Delta Chi joint banquet, Denver, Feb. 21.
- **Remarks on World Press Freedom.** George Beebe, associate publisher, The Miami Herald, and president, Inter American Press Association. IAPA meeting, San Jose, Costa Rica, March 19.
- **Creating a Successful Single Copy Newspaper.** Joseph M. Ungaro, vice president and executive editor, Westchester Rockland Newspapers, White Plains, N.Y. Gannett Co. Inc. circulation managers seminar, Rochester, N.Y., Feb. 18.
- **Total Market Coverage: How Our System is Working.** Nelson H. Showalter, advertising director, Burlington (Iowa) Hawk Eye. Inland Daily Press Association midwinter meeting, Phoenix, Ariz., March 4.
- **First the Bad News, Then the Worse News.** James J. Kilpatrick, columnist, Universal Press Syndicate. First Amendment Congress, Williamsburg, Va., March 16.
- **What Should Newspapers Do About Cable and Other Fast-Developing Electronic Communications?** W. Terry Maguire, vice president/legal and government affairs and associate general counsel, ANPA. Minnesota Newspaper Association, Minneapolis, Feb. 16.
- **Business and the Press. . . . or, on the Other Hand, Shouldn't it be the Press and Business?** John De Mott, associate professor of communications, Department of Journalism, Temple University. International Management Council, North Penn Chapter dinner meeting, Hatfield, Pa., Feb. 21.
- **The State of the American Free Press.** U.S. Sen. Howell Heflin (Ala.). National Newspaper Association annual Government Affairs Conference, Washington, D.C., March 20.
- **Open Trials in Criminal Cases.** Attorney General Benjamin R. Civiletti. ANPA Government Affairs Committee, Washington, D.C., March 12.
- **Newspapers' Problems in Dealing with Advertising Agencies and the Future of Newspapers as a National Advertising Medium.** William H. Genge, chairman, KM&G International Inc., Pittsburgh. Scripps-Howard newspaper managers, Duquesne Club, Pittsburgh, Feb. 26.

ANPA calendar

May

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association/International Newspaper Promotion Association Circulation Managers Workshop
Water Tower Hyatt House, Chicago, May 12-14

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., May 12-16

ANPA Laboratory Committee meeting
ANPA Research Institute, Easton, Pa., May 13-15

June

ANPA/American Bar Association Task Force meeting
O'Hare Hyatt Regency, Chicago, June 6

ANPA Production Management Conference
Georgia World Congress Center, Atlanta, June 7-11

ANPA Executive Committee meeting
Atlanta Hilton, Atlanta, June 9

ANPA Traffic Committee meeting
Atlanta Hilton, Atlanta, June 9

ANPA Management Development Workshop
Mountain Haus, Vail, Colo., June 16-20

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., June 23-27

July

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., July 7-11

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., July 21-25

August

ANPA/RI Management Introduction to New Technology
ANPA Research Institute, Easton, Pa., Aug. 4-8

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Aug. 18-22

ANPA/NPRA Newspaper Trainers Conference
Marriott Hotel, Chicago, Aug. 24-27

ANPA/INPA Newspaper Executives Marketing Seminar
Scottsdale Conference Center, Scottsdale, Ariz., Aug. 24-30

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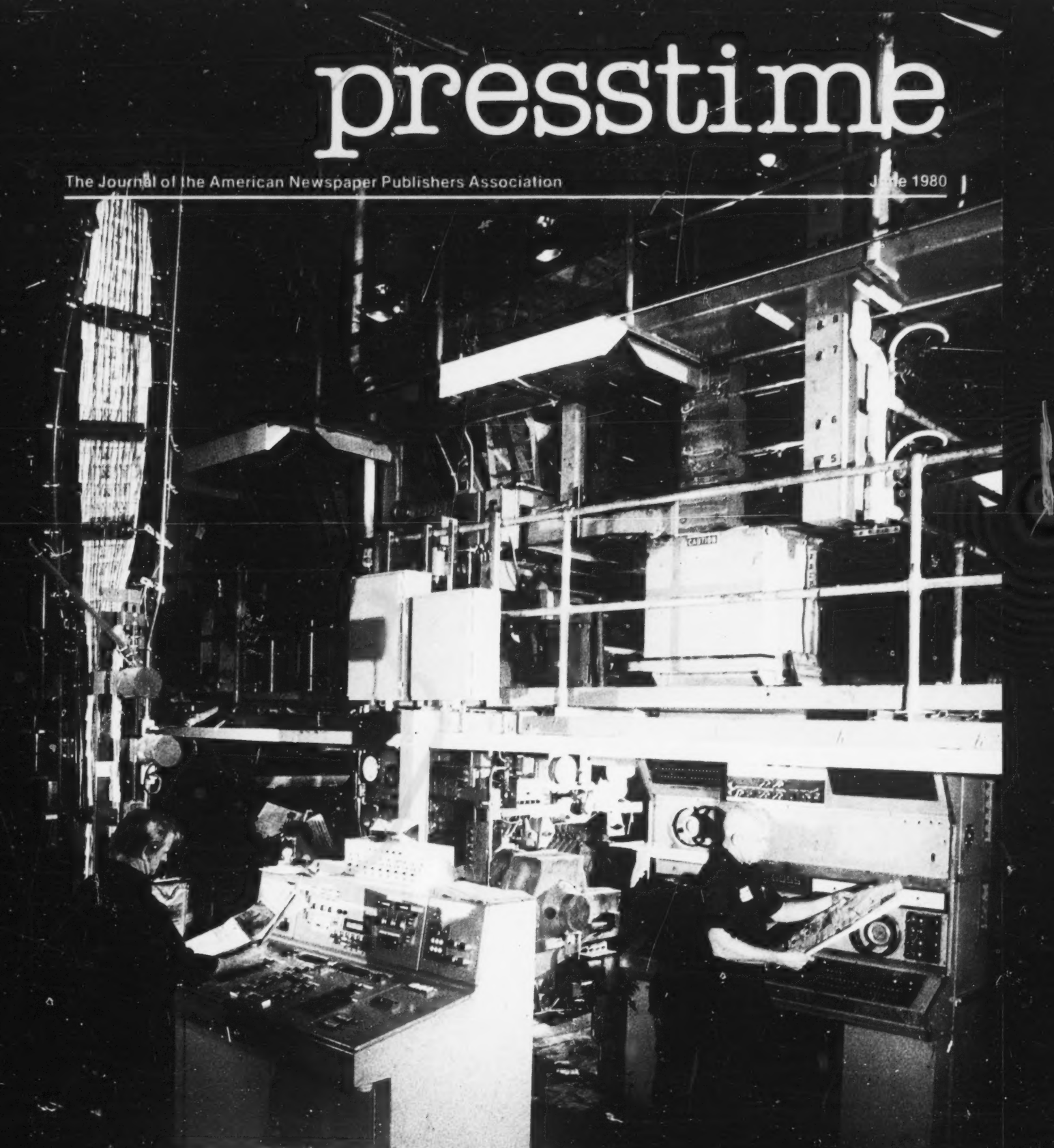
presstime

The Journal of the American Newspaper Publishers Association

June 1980



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Newspaper technology zeros in on presses

chairman's corner

Is AT&T a competitive threat as a provider of information?

Over the years, the newspaper industry has often done battle with AT&T. The skirmishes have generally been over press rates, and many times, I am glad to say, we won. The battles also have been relatively friendly, both because the phone company was a provider of services to us—not a competitor—and because it served us well.

Katharine Graham

But the nature of the newspaper industry's relationship with AT&T may be on the verge of a pivotal change. As we all attempt to digest the implications of the new communications technologies, a number of us are beginning to think of ourselves not just as newspapers but as companies that supply information to the home.

Our potential problem is that AT&T—the world's largest business—is beginning to think of itself in exactly the same way.

Within this decade, some of the information which we now put on readers' doorsteps will be delivered to homes electronically. Subscribers will get this information by calling it up on video display terminals linked to central data banks by wires.

Some newspapers are already looking at how *they* might transmit certain types of information this way. But AT&T is looking at how *it* might provide information in the same manner. (See stories, **telecommunications** section.)

Until now, AT&T has been pretty much barred from expanding into activities that we would regard as directly competitive.

But the rules may be about to change. The FCC's recent decision in the Second Computer Inquiry appears to make it possible for AT&T, through a subsidiary, to go into the information-supplying business in a big way. AT&T is also mounting a major effort in Congress to get support for its entry into this new area.

ANPA is joining a number of organizations seeking clarification of the FCC decision, but there is a larger question facing all of us—small newspapers and large newspapers alike:

What do we, as an industry, feel the ground rules should be for the competition to supply information to American homes?

In the months ahead, our Telecommunications Committee, headed by Bob Marbut, and our Government Affairs Committee, led by Scott Low, are going to be focusing on this question and attempting to draft a declaration of principles. They need your assistance. Many of you have been thinking about ways of using the new communications technologies to better serve your readers. Take a minute to send your thoughts to Bob and Scott. This is an issue of paramount importance to us all.

Kay Graham

Katharine Graham
Chairman and President

ANPA

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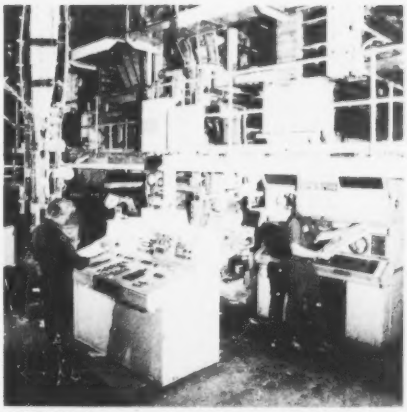
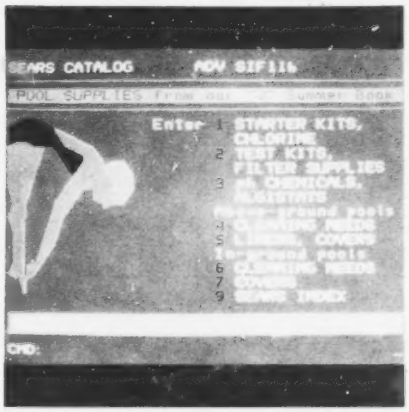


PRESSES, page 4 *(Photo by William Abourjilie, Norfolk [Va.] Virginian-Pilot and Ledger-Star.)*



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Presses: Technology is catching up

By Sandra L. Puncekar
presstime technical writer

While the explosion of new technology was dramatically reshaping newsrooms and certain other newspaper departments in the last decade, scant attention was being paid to the largest piece of equipment, in cost as well as size, at a newspaper.

But this is changing. Research engineers and manufacturers are reviewing, literally bolt by bolt, that sturdy symbol of the newspaper business—the press—and the time-honored method of putting ink on paper.

A truly historic, Gutenberg-level breakthrough may not be in the offing this decade.

But industry observers are confident that the 1980s will see development of presses that are lighter, quieter, more efficient, of enhanced reproductive quality, less wasteful, less bulky, less complex—and less costly.

The stakes are enormous.

Today, a small-circulation newspaper can expect to pay about $250,000 for a four-unit, single-width offset press. That figure escalates to almost $1 million per unit for big-city dailies, where requirements for 10 to 20 or more units are not uncommon.

Multiply those huge price tags by the number of newspapers buying new presses and you reach a gargantuan total. This year, four hundred newspaper plants accounting for 41 percent of U.S. daily circulation project spending of $128.2 million for new presses and $228 million for construction—much of it to accommodate the hulking giants that presses have become. (See story, page 37.)

The ANPA Research Institute in Easton, Pa., working under the guidance of the Association's Laboratory Committee and its New Press Design Subcommittee, pioneered work in the field of a simplified, lightweight press.

In December 1978, a prototype of such a press—known as ANPAPRESS™—was completed there. There have been many refinements in the intervening year and a half, and ANPA/RI engineers are continuing their testing. (See story, page 6.)

Meanwhile, with prodding from a Special Press Design Committee created by the ANPA Board of Directors last year [presstime, November, page 48], press manufacturers began studying the possibility of the ANPAPRESS concept in the design of their next-generation presses.

One company, Tokyo Kikai Seisakusho Ltd. of Japan, is expected to exhibit its initial entry into the lightweight-press market at the ANPA Production Management Conference June 7-11 in Atlanta.

A truly historic, Gutenberg-level breakthrough may not be in the offing this decade. But industry observers are confident that the 1980s will see development of presses that are lighter, quieter, more efficient . . . less wasteful, less complex, less costly.

The Conference also will feature a workshop June 11 on "Printing Presses—Options and Decisions."

No one can say with certainty what will be developed after the lightweight press, but some experts believe it will take the form of adapting laser technology to the printing process.

While laser printing would be light years from the moveable-type system invented by Germany's Johann Gutenberg in 1455, today's presses embody basic principles not unlike those of their diminutive 15th century ancestors: A design is created on a plate, then inked, then pressed onto paper.

Since the days of Gutenberg, operating a press has called for a lot of muscle. Early pressmen used great physical strength to "pull the devil's tail" on the presses. The Industrial Revolution provided steam and electricity to power the presses, but at the same time the presses became increasingly massive to compensate for the higher pressures required to print large sheets properly.

Heavy stereotype plates did nothing to relieve the dependence on solid, massive presses. The unevenness of stereotype plates meant that excess pressure had to be exerted to print the image evenly. This need for excess impression led to even larger presses.

Solid plate and blanket cylinders were needed to withstand the pressures created by the heavy lead plates, and the rapid speeds of the cylinder presses required massive sideframes to withstand strain and vibration.

Inking systems also developed into cumbersome and costly structures. Inking balls evolved into rollers, and the number of rollers multiplied. Today, a typical newspaper press has about 18 rollers on each unit.

The result of this growth in the size and complexity of presses is staggering. Today it takes a letterpress press weighing more than 400 tons and consuming about 750 horsepower to put one-fifth of an ounce of ink on 64 pages of newsprint.

During the past two decades, presses—and for that matter, the entire newspaper production process—have been transformed by two technological advances: photocomposition and the printing image carrier.

Only 20 years ago, the majority of newspapers were printed by the letterpress process, using conventional stereotype plates.

Offset printing became popular because it offered newspapers a vehicle for utilizing photocomposition or "cold-type" composition methods that could save newspapers from 30 to 50 percent in composing room costs while improving reproduction.

In 1961, the ANPA/Research Institute began promoting offset as a viable printing alternative for newspapers.

As computers became more common and front-end operations increasingly automated, offset grew even more attractive. Suddenly, a process which had been

discovered accidentally in 1796 in Prague seemed perfectly suited for the Electronic Age.

Direct printing, conversions

Not all dailies in the 1960s and '70s, however, were anxious to convert to offset. Some had made substantial investments in letterpress presses; others felt that offset technology had not reached its full potential, and that press speeds needed improving. Some dailies were hesitant to switch to offset because conversion usually required a new building to house the new press and more highly trained personnel to operate it.

In 1965, ANPA/RI embarked on a cooperative program with W. R. Grace & Co. and others to develop a photo-imaged relief plate which would permit letterpress-printed newspapers to utilize photocomposition techniques while eliminating stereotype plates.

The resultant direct printing plate systems using plates made of photopolymers and photosensitive metals offer letterpress newspapers better quality reproduction, reduced labor costs and more exact color registration. More than 240 newspapers are now being printed this way.

In 1968, the Research Institute made another step forward: the DiLitho* system. As distinguished from other direct-plate printing systems, it uses a conventional aluminum offset plate, mounted on a saddle, on a letterpress unit which has been equipped with a water-dampening system.

Initially, the DiLitho process was installed by a number of smaller newspapers and proved to be successful on single-width presses. Later, however, some larger metropolitan dailies (such as the Minneapolis Star and Tribune, The Wall Street Journal and The Boston Globe) installed it. Eighty dailies have adopted DiLitho.

Recently, Dahlgren Manufacturing Co. designed a new system for DiLitho, called Newsprinting, in which the original ink train of the press is removed and a simplified, keyless inking system installed.

The Green Bay (Wis.) Press-Gazette was one of the first newspapers to convert to Newsprinting and, according to Production Manager James R. Erickson, the printing quality is "very close to offset. Halftones are excellent and the type is very clear."

Just over 23.5 percent of all U.S. daily newspapers now are printed by direct plate systems.

An additional 75 percent use the offset process, so that combined, almost 99 percent are entirely photo and/or electronic composition in their operations. Only 27 letterpress-printed newspapers in the United States and Canada still use conventional lead stereotype or magnesium printing plates.

During the last several years, newspapers' efforts to utilize fully photocomposition techniques have sparked new trends in press design.

Anxious to take advantage of these new developments, larger newspapers have begun utilizing several different printing techniques by converting their letterpress presses to use one of the new, lightweight plates or DiLitho plates, while at the same time purchasing offset presses.

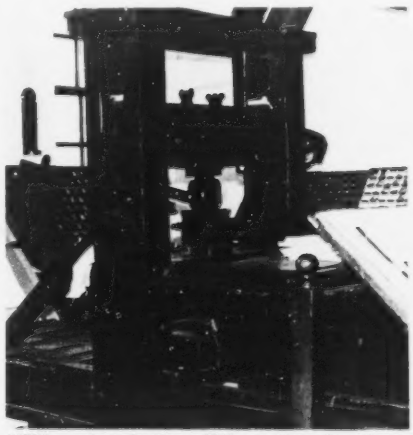
For example, in February 1979, the Minneapolis Star and Tribune installed a nine-unit Goss Metro-Offset press in their main plant. This press is used in conjunction with 44 units of Goss Headliners, ranging from 20 to 33 years old, which have been converted to DiLitho.

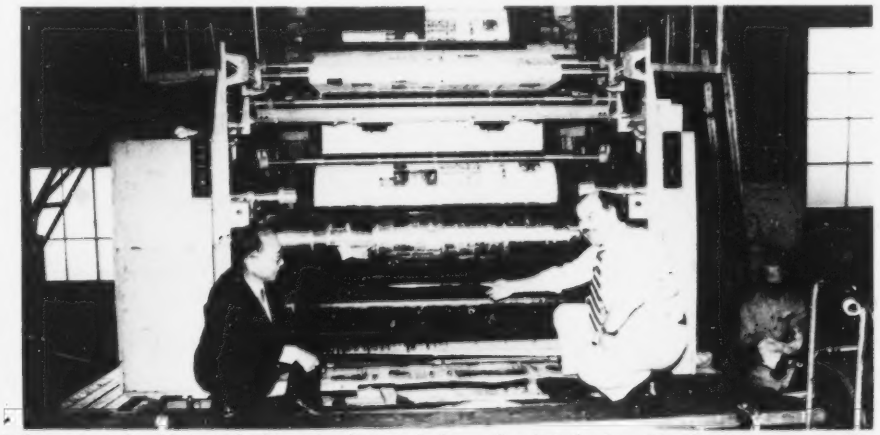
According to Production Director Richard E. Cooney, the newspapers chose offset because "we needed a new press, and we knew we could make it compatible with our DiLitho units. Lithography (offset), we feel, is the key to the future of printing, and it offers the most manpower savings and the best color reproduction."

The Boston Globe converted 64 press units in its downtown facility to DiLitho and purchased an eight-unit Goss Metroliner offset printing press to be used in conjunction with the letterpress press for everyday operations.

"We had room in our present facility for another press," notes Donald T. O'Neill, production director, "and we felt an offset press would blend well with our DiLitho operation."

The Newark (N.J.) Star-Ledger currently is building a satellite printing plant in Piscataway, N.J., and plans to install a 16-





Williamsburg's tiny, 18th century, hand-operated press evolved into today's power-hungry behemoths, but the trend is about to reverse. At right: Y. Okamura of TKS and George Milakovich (right) of Lee Enterprises examine the first lightweight press built by TKS for Lee.

unit, double-width Tokyo Kikai Seisakusho, or TKS, offset press. The main facility in Newark, with 30 press units, will continue to use the NAPP direct printing plate system.

During the last two years, a few dailies have taken advantage of new techniques which permit conversion of a letterpress press to offset.

For larger dailies, such conversion offers an attractive alternative to replacing existing equipment because the same press drive, superstructure, reels, tensions, pasters, folders and conveyors can be used.

By investing in letterpress/offset conversions, a number of medium- and large-circulation dailies have achieved what they believe is quality printing comparable to new offset equipment at a fraction of the cost.

Tokyo Kikai Seisakusho installed the first letterpress/offset conversion in the United States at the Columbus (Ga.) Ledger and Enquirer in early 1979. The converted press, a six-unit Scott letterpress, had been converted earlier to DiLitho with TKS's Direct Impression Planographic Process System. Consequently, the same arch-mounted dampeners that made DiLitho possible were utilized for the conversion to offset. The original ink drums also were copperized for the conversion.

The TKS letterpress/offset conversion consists of installing impression cylinders above the blanket cylinders. A pneumatic cylinder also is installed to engage and disengage the blanket and impression cylinders.

TKS also installs an anti-set-off device to prevent ghosting of the first impression on the second impression cylinder. Essentially another dampening system, the anti-set-off device cleans the second impression cylinder with water to keep the first impression from offsetting onto the second impression cylinder.

The gearing on each unit also is reversed so that the plate and blanket cylinders are driven inward. This directional change feeds the web outward between the blanket and impression cylinders and permits the web lead to remain essentially the same.

The Detroit News began converting two black units and one color hump of its Goss Mark V letterpress press with the TKS system in February 1979. After favorable tests, the newspaper decided to convert the entire 54-unit pressroom to the TKS system. The News also plans to complete this fall a satellite plant in Lansing, Mich., which will house a nine-unit TKS offset press.

Smith RPM Corp. also offers a conversion system—called the LOC (Letterpress to Offset Conversion) System—which adds steel impression cylinders above the blanket cylinders. However, the impression cylinders on the Smith LOC System have the same circumference as the blanket cylinders and are gear driven. This eliminates the need for an anti-set-off device, because any image that is offset onto the second impression cylinder would match up with the image on the web.

The direction of the printing unit is reversed for the LOC System, and a dampening system and auxiliary dampener form rollers are added to each couple on the unit. The mounting brackets for the impression cylinder house eccentric adjustments to control the position of the cylinder against the blanket cylinder. The original ink drums are copperized and replaced in the ink train.

Utilizing the LOC System, the Los Angeles Times this year will convert 48 Hoe Colormatic units at its Orange County plant. The Times also will buy two 12-unit Goss Metroliners, each with 96-page, straight-run capacity.

The conversions and offset press purchases are part of an expansion program which will make the Times a totally offset-printed newspaper by some time in 1985.

Both the Smith RPM and the TKS letterpress/offset conversions print the newsprint between a soft blanket cylinder and a steel impression cylinder. Conventional offset, however, involves running the newsprint between two soft blanket cylinders, printing both sides of the web simultaneously. Smith RPM and TKS letterpress/offset conversions print the first

ANPAPRESS: U.S. manufacturers

"Bigger is not necessarily better." That lesson was not lost on the Research Center of the ANPA Research Institute in its efforts to develop a new press which would meet present and future needs of newspapers.

ANPAPRESS™, the result of more than four years of research and development, has been designed as a lightweight, high-quality, newspaper press which would cost considerably less than existing presses. Suitable for installation in both satellite plants and main production facilities, ANPAPRESS also would reduce newspaper waste, power consumption, maintenance requirements and noise.

Examination of the problems of a new press design showed that a key item would be the development of an inking system requiring *no manual adjustment* and using *only one roller* to distribute the ink. ANPA/RI Research Center Director Erwin Jaffe and his engineering staff presented basic specifications for such an inking system to the ANPA Laboratory Committee, which helped refine them.

The Laboratory Committee also established the following parameters for the ANPAPRESS design:

- Reduce capital investment, operating and maintenance costs, newsprint waste, material costs, noise and ink consumption.
- Reduce or eliminate ink mist.
- Improve printing quality.
- Increase printing length on the page.
- Provide automatic cylinder separation and other safety methods for protection against wraps; controls for remote press operation; and simplified electrical wiring.
- Simplify plating procedures.

The prototype inking system was designed for and constructed on a single-width Goss Universal letterpress press. The heart of the new inking system was a non-oscillating, knurled roller (minute cells cover its surface) replacing the upper oscillating drum. This patterned roller rotated in a fixed-level fountain, carrying the ink in the cells on its surface. A reverse-angle "doctor blade" removed excessive ink from the roller surface, leaving only that which remained in the cells. The ink was then transferred to the press's original form rollers and from there to the plate.

Tests at ANPA/RI demonstrated that

impression on one side of the web, the web must then travel to the second impression cylinder where the reverse side of the web is printed.

Recently, Publishers Equipment Corp. of Dallas developed a blanket-to-blanket offset conversion system for letterpresses and installed it on a Goss Mark II letterpress at The New York Times [presstime, March, page 44] Although that conversion costs between $250,000 and $300,000 (about three times more than the Smith RPM or TKS methods), it provides true offset printing at about a quarter of the cost of a new offset press unit.

The Times plans by the end of 1983 to convert all 71 press units at its Manhattan plant using the Publishers Equipment system. This conversion is part of an expansion of the Times' press capacity, which includes the addition of a six-unit Goss Metroliner offset press to the newspaper's all-offset facility in Carlstadt, N.J.

When the spotlight swings from converting old presses to purchasing new ones, offset presses are clearly the stars.

Since 1961, more than 1,330 newspapers have adopted this process, and the offset army grows every year. Small newspapers blazed the trail, but the conversion of big-city dailies to offset is now hitting its stride.

For example, The Washington Post currently is engaged in a $65 million project, which includes building a new satellite plant in Fairfax County, Va., and installing three offset presses this year. The Post purchased two eight-unit Goss Metro presses and one eight-unit TKS press. Each of the three presses will have five half-decks for printing color.

Tom Might, project director for the Fairfax facility, says the Post decided to purchase presses from both Goss and TKS "because we wanted to be operational by September of this year. Goss could supply us with only two presses by that date, and so we decided to investigate the possibility of a TKS press."

we felt if we could successfully install a TKS press of this size, we would provide the newspaper business with another source for presses. We thought the competition would be beneficial to the entire business."

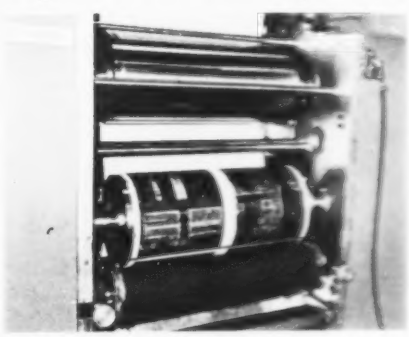
Basic press costs for this project will exceed $20 million, with installation fees running about $500,000 per press.

Other large dailies which have or will be converting to offset include:

• Newsday, which recently moved into a centralized, $40-million-plus plant in Melville, N.Y. Installed were five eight-unit Goss Metro offset presses with 11 half-decks for spot and process color. They have a capacity of 20,000 copies per hour in the collect mode, and 40,000 copies per hour in a straight mode (at 256-page tabloid capacity).

• The Virginian-Pilot and The Ledger Star of Norfolk, Va., in April dedicated its $32 million offset production facility in Virginia Beach. It houses the longest single press line in the world—291 feet

begin to adopt the technology of lightweight unit



Ink roller makes direct contact with plate.

the inking unit eliminated the need for operator adjustment and reduced the number of rollers (and therefore the weight and the maintenance requirements), start-up waste (a quality image was produced on the second revolution), and power consumption.

The Laboratory Committee recognized the immediate value of the new inking system as a retrofit unit for many existing presses. Such a retrofit could extend press life and provide many of the benefits of the ANPAPRESS concept. Both single-width and double-width retrofit inking units have since been successfully field tested. (See stories, page 34.)

A prototype ANPAPRESS unit was completed in December 1978. Initial tests showed that ANPAPRESS performed well and merited continued development.

The prototype unit incorporated the new inking system, but it transferred ink directly from the knurled roller to the plate cylinder, eliminating the form rollers. The prototype also utilized a unique cylinder arrangement and drive assembly, as well as hollow cylinders, to reduce size, weight, power consumption and noise levels effectively.

After months of testing, cooperating plate manufacturers were able to produce consistently quality plates specially designed for ANPAPRESS.

Several water-base inks have also been tested on ANPAPRESS because it is believed that the ANPAPRESS concept will make water-base inks a viable alternative for newspapers.

While tests and modifications continued, two additional features were designed and constructed for the unit. The first was a sensing device to separate the cylinders automatically when a cylinder wrap occurs on either the plate or impression cylinder. The second was a remote-control device to adjust automatically the impression on the various components while the press is operating.

The ANPAPRESS unit continues to be tested at the Research Institute. All features are being patented.

ANPAPRESS technology already has been utilized by some manufacturers in the design of new lightweight presses.

Moreover, in May, ANPA and the Web Press Division of Harris Corp. concluded a licensing agreement for ANPAPRESS technology. The non-exclusive agreement will allow Harris to incorporate desirable features of the experimental press into future products, according to William Rinehart, ANPA vice president/technical.

Several other press manufacturers and press equipment suppliers have been offered non-exclusive agreements to effectuate the ANPA Board of Directors' desire to make the technology available to newspapers on a widespread basis, Rinehart said. All agreements involve only nominal payment to ANPA so as to preclude any resultant cost increases which might be passed onto a newspaper.

—and includes 27 Goss Metro units with 18 color half-decks and four folders.

• The Sacramento (Calif.) Bee, which is installing three Goss Metroliner presses with nine units and five color decks per line. A new structure, adjacent to the Bee's existing building, is nearing completion and will house the presses as well as provide facilities for platemaking, newsprint storage and mailroom operations. Total cost of the project is about $41 million.

• The Detroit Free Press, which built a $50 million offset printing plant on a 22-acre site. The new facility features two 21-unit Goss Metro offset press lines with six folders, and 24 color half-decks. Estimated speeds of the presses are 70,000 papers per hour.

• The Orlando (Fla.) Sentinel Star, which recently began construction of a $38.8 million production plant on its present site in downtown Orlando. A 67,000-square-foot pressroom, which can be expanded to accommodate 54 press units, will be included. Initially, a 24-unit Goss Metroliner is planned.

• The Chicago Tribune, which made the largest press order in history: 10 nine-unit Goss Metroliners with press control system/page area readers and automatic newsprint roll loading system. The Tribune is building a 700,000-square-foot plant in downtown Chicago, about a mile from its present facility. This conversion project, expected to cost approximately $150 million, will make the Tribune 100-percent offset by the end of 1982.

• The Baltimore Sunpapers, which will begin operating 36 Goss Metroliner units with color capability a year from now. The $50-million project will include a three-story annex to the papers' downtown facility.

Offset press manufacturers such as Rockwell International's Goss Newspaper Printing Products, Harris Corp., Tokyo Kikai Seisakusho and Wood/M.A.N. all have cashed in on the offset revolution.

Perhaps no company has profited more, however, than Rockwell/Goss. It celebrated a record year for press sales around the world in 1979—topping $400 million—and now boasts a 20-month backlog of press orders. Factoring in the impact of inflation, the price of a Goss Metroliner press forecasted for delivery in early 1982 could be as high as $1 million a unit, including reel, tensions and pasters. An eight-unit press with folder, reels, tensions, pasters and some color capacity could cost $10 million.

Harris Corp., which has cornered better than half of the market among newspapers in the 20,000-to-60,000-circulation range, offers a different press design featuring a horizontal—rather than vertical—web lead. Harris believes this configuration yields better color reproduction and enables a newspaper to utilize more fully its press for commercial as well as newspaper printing. Some newspaper executives, however, feel that a horizontal press requires too much additional manning to make it feasible for their purposes.

While research into press design has progressed lackadaisically, the pace is beginning to quicken.

In response to the demand for a vertical press, Harris will announce details of a completely new vertical press design at this month's ANPA Production Management Conference.

The Japanese firm, TKS, is a relative newcomer to the American press market, but in a very short period of time it has gained considerable respect within the newspaper business.

"TKS's workmanship is excellent," says the Minneapolis newspapers' Cooney.

TKS's newly designed, lightweight, double-width letterpress press unit to be unveiled at the Atlanta Conference will be installed thereafter at the Quad-City Times in Davenport, Iowa. The press is expected to compare favorably with offset units in capital costs, power costs and maintenance. In addition, it is reported that this unit will almost eliminate newsprint waste, one of the few disadvantages of offset printing.

In February 1979, M.A.N. (Maschinenfabrik Augsburg-Nuernberg AG) of West Germany acquired Wood Industries, a longtime press manufacturer. Publishers hope the transaction will breathe new life and competition into the American press market.

The future

While research into press design—when measured against other technological ventures in the newspaper business—has progressed lackadaisically, the pace is beginning to quicken.

The lighter weight press is one result. More revolutionary developments are coming.

At the beginning of the 1980s, experts peering into the 1990s and on into the 21st century believe they have spotted two distinct candidates for such a breakthrough.

One is ink-jet plateless printing. This process operates on the principle of a computer directing an array of tiny, closely spaced ink nozzles to spray ink through electrostatic deflectors at speeds of more than 40,000 lines per minute. Theoretically, such a computerized, plateless press could be programmed to print not only zoned editions but also personalized newspapers, tailored to individual reader interests.

ANPA initiated research in this area in 1972, and a prototype ink-jet plateless printing press was demonstrated at the Production Management Conference five years ago. Research is continuing.

The second potential vehicle for a brand new printing concept is the laser. Laser beams already are being used in high-speed printing (better than 14,000 lines per minute) in large-scale computer operations.

However, it will take a tremendous commitment of resources (both human and financial) to evolve from such a limited application of laser technology to something on the scale of printing 100,000 copies of a 96-page newspaper in a matter of minutes. □

Additional press stories:

- **Standardizing cutoff sizes**
- **Adapting ANPAPRESS**
- **Equipment purchase tax tip**

See technology section, pages 30-37

FOIA spirit sagging as government chips away

By Jacquelyn Jackson

The public's right to know what its government is doing was a basic philosophy underlying the federal Freedom of Information Act when it was enacted in 1967. But it is a philosophy now endangered.

Consider these developments:

- The House on May 20 and Senate on May 21 approved legislation that, among other things, gives a near-blanket FOIA exemption for the Federal Trade Commission.
- Charter legislation pending in Congress would exempt much FBI information.
- Although the Senate Judiciary Committee pared down its CIA charter bill and eliminated a proposal to exempt the agency from FOIA, threats persist that the Senate will approve an exemption just the same.
- The number of individual statutes which exempt specialized pieces of information such as medical data continues to grow. Whereas there were only 75 such statutes when FOIA became law, the number has since grown to 300. Many of them are buried within authorization bills, allowing them to slip through Congress virtually unnoticed.

Such legislative maneuvering appears to fly in the face of an April Senate subcommittee report concluding that there should be "renewed commitment to implement both the spirit and the letter of the Freedom of Information Act."

The report said there has been no proof that FOIA has undermined U.S. intelligence activities.

Although press groups are opposing intrusions into the Freedom of Information Act arena, figures indicate that the act is being used to a rather limited extent by the media.

A 1978 study by the General Accounting Office shows that of 2,500 information requests received by a cross-section of government agencies, less than 1 percent came from the news media. Fifty-eight percent of the requests were from businesses and law firms, and 14 percent from individuals.

The Senate subcommittee report, based on FOIA oversight hearings conducted by the Senate Subcommittee on Administrative Practice and Procedure in 1977, noted that "bureaucratic delays and time consuming appellate procedures" could be to blame for low media figures.

The report urges that "print and broadcast media should make increased use of the FOIA as a journalistic tool. Agency failure to comply with administrative deadlines should not discourage such use. Rather, the media should report such failures more aggressively so that the resulting publicity will help enhance future compliance with the requirements of the FOIA."

A Senate subcommittee report said there has been no proof that FOIA has undermined U.S. intelligence activities.

The reports do not address the belief that press inquiry often results in the turning over of documents, thereby obviating the need for filing a formal FOIA request.

Congressional efforts to amend the act have resulted from fears that a well-used FOIA might lead to the release of too much information. Most of these efforts have focused on relief for the FBI and the CIA.

Proposed FOIA provisions in the FBI charter legislation would allow that agency to withhold information about a pending investigation, the release of which might "constitute an unwarranted invasion of personal privacy" or "disclose the identity of a confidential source."

In addition, Sen. Orrin Hatch (Utah) has introduced a bill which would require that FBI law enforcement records be kept secret for 10 years following completion of an investigation. Sen. Edward M. Kennedy (Mass.) has introduced another bill, supported by the Carter administration, which would permit the FBI to destroy all of its criminal investigation records 10 years after an investigation or prosecution is completed.

The Senate Intelligence Committee May 8 approved a very narrow CIA bill which does not contain any FOIA amendments. ANPA, in an April 16 letter to Committee Chairman Birch Bayh (Ind.), opposed sweeping changes to FOIA, arguing that "existing law contains adequate safeguards for national security information."

Several senators, however, may attempt to amend the bill when it reaches the floor. Among amendments being considered are exemptions for new categories of CIA information including intelligence obtained by non-governmental confidential sources, intelligence that would identify a confidential source and information about the design and deployment of technical systems. Refusals to release information would not be subject to judicial review.

Under current law, the CIA must release information unless it is properly classified as secret and unless release would cause "identifiable damage to national security."

The Senate subcommittee report cites another 1978 GAO study which concluded that "no agency could document the total impact the law has had on overall investigative operations."

FOIA exemptions for the Federal Trade Commission—which Congress approved without public hearings—were included in authorization legislation. The amendments would allow the information submitter to stamp it confidential and thereby restrict it from public release. The measure also would eliminate FTC discretion over release of confidential trade information and make secrecy of such information mandatory.

In a March 3 letter to Rep. Harley O. Staggers (W.Va.), chairman of the conference, ANPA said it opposes approval of exemptions for the FTC without public hearing. "Any substantial changes in the effectiveness or scope of the FOIA should have careful review," the Association stated. □

Jackson is ANPA specialist/government affairs.

EPA drops effluent standards affecting newspaper business

The Environmental Protection Agency has deleted from its agenda regulations on effluents from printing and publishing services. This includes all areas of the graphic arts field with the exception of metallic platemaking and gravure-cylinder preparation.

The recent semi-annual EPA agenda states that regulations on effluents from printing and publishing services "have been postponed indefinitely. Tentative finding is that no significant amounts of toxic pollutants are present."

According to George Cashau, coordinator of operations for the ANPA Research Institute, the decision is a positive one for the newspaper business "because it means that no federal standards will be established for the pre-treatment of effluents from both new and existing sources which flow into publicly owned treatment works."

However, Cashau said newspapers should be alert to possible future consideration of any such regulations for the graphic arts industry. He quoted Daniel Fiorini, chief of EPA's communications staff, as saying that the agency may reconsider the effluent regulations at a later date, particularly if new information warrants it.

Cashau advised newspapers which discharge into publicly owned treatment works to ensure that local officials are aware that no federal pre-treatment standards will be imposed.

Local authorities may impose regulations on specific pollutants, but this seems unlikely because those regulations will not be required for federal operating permits for the treatment plants, Cashau said.

The Environmental Conservation Board of the Graphic Communications Industry Inc. met frequently with EPA on the issue. Many of those meetings were monitored by members of the ANPA Environmental Task Force.

Metallic platemaking (etching, electroplating or metal casting) and gravure cylinder preparation still are being considered for EPA regulations as part of an electroplating study. Guidelines for regulations concerning electroplating are scheduled to be proposed in September.

EPA's initial investigation into the effluents issue was sparked by a June 1976 consent decree in the case of the *Natural Resources Defense Council vs. Train*, which required the agency to develop technology-based standards and limitations for 21 discharge categories and 65 toxic pollutants.

OSHA issues rules on medical records

Employers who maintain medical records of employees must keep them 30 years from the time a worker leaves the job, under rules announced May 21 by the Occupational Safety and Health Administration.

The rules also provide that:

- The records must follow an employee from job to job.
- Employees, unions and OSHA inspectors are entitled to examine the records—with certain restrictions. For example, the employee must consent to union examination.
- An employer who willfully destroys such records is subject to a $10,000 fine per violation.

Employers who do not currently keep health records will not be required by the new rules to start.

The final OSHA standard on worker and government access to employee medical records, proposed in 1978 [ANPA Labor and Personnel Relations Bulletin 6512, page 395], becomes effective Aug. 21.

It is expected that the regulation, published in the May 23 Federal Register, will be challenged in court.

Under a directive issued last year, OSHA compliance officers were ordered to examine existing employee toxic-exposure or medical records during general inspections [ANPA Labor and Personnel Relations Bulletin 6526, page 45].

Civiletti urged to veto agreement at Chattanooga

The Antitrust Division of the Justice Department recommended May 19 that Attorney General Benjamin R. Civiletti deny the application of The Chattanooga (Tenn.) Times and the News-Free Press for a joint-operating agreement because the newspapers had combined their production functions a week earlier.

The Newspaper Preservation Act, under which approval was sought, provides that a limited antitrust exemption may be granted for such agreements prior to implementation if one newspaper is found to be in probable danger of failing. A Justice Department spokesman said that "antitrust laws are fully applicable" to the arrangement because exemption wasn't obtained before implementation.

On March 24, the newspapers applied for approval [presstime, May, page 28].

On April 29, they sought *temporary* approval for the plan. They did so under terms of Justice regulations covering cases where a newspaper can demonstrate it would fail while the proceeding on the requested, permanent agreement was taking place. The Antitrust Division, saying the Times had not so demonstrated, recommended denial of the temporary request May 6. Civiletti accepted that recommendation May 13.

Meanwhile, on May 12, the Times dismissed 102 employees, and on May 14 the newspaper was produced at the News-Free Press facilities.

"After a recommendation was made by the Antitrust Division that temporary approval of the proposed joint operating agreement . . . be denied, Times management felt that it must determine and employ every means available to it to reduce its current operating losses and thereby to prolong its ability to publish," the newspapers' lawyer, J. Guy Beatty Jr., told the Antitrust Division May 15.

However, "There will be no joint pricing or joint sales of advertising or circulation, and none of the elements of the proposed joint operation other than combined production have been implemented," Beatty said.

Papers to get priority status in ration plan

President Carter will propose to Congress a gasoline rationing plan giving priority to "newspaper distribution systems," according to administration sources in Washington.

ANPA Manager/Government Affairs Martin Casey said those sources have indicated to him that the plan "is designed to meet distribution needs of newspapers but would not reach use of vehicles for newsgathering."

While the term "newspaper distribution systems" may not be defined in the Carter document, "I presume that if Congress does not disapprove the plan, then the Department of Energy will work out a definition of how the term would be applied," Casey explained.

Supporting evidence for a newspaper priority came from Deputy Energy Secretary John Sawhill. He told congressional members in late April and early May that the Department of Energy was "considering priority treatment for newspaper distribution in the rationing plan and will reach a decision shortly."

Also, a newspaper report in early May, based on an internal DOE analysis of the plan on President Carter's desk, indicated that Carter is considering "certain kinds of business," including those in "newspaper deliveries," to be afforded priority status.

An Energy Regulatory Administration spokesman told presstime the Energy Department expects the rationing plan to go to Congress in time for consideration before Congress' August recess.

After the plan is submitted, Congress will have 30 days to review it. Unless rejected within that time by both houses, the plan would go into standby status; the legislators could not amend it [presstime, May, page 20].

If a newspaper priority is contained in the plan, it will represent an about-face by the Energy Department. An earlier recommendation to the White House did not single out newspapers for extra coupons.

ANPA files brief in jobs case

ANPA, in a friend-of-the-court brief, said the International Typographical Union has wrongly tried to "create an aura of national importance" over a ruling that printer job guarantees in Cincinnati will be terminated next year.

The Association said the case was "unique" and will not necessarily apply to newspapers nationwide, as the ITU claimed in its own friend-of-the-court brief.

ANPA and the ITU filed briefs with the 6th U.S. Circuit Court of Appeals, which has been asked to consider a local union appeal [presstime, January, page 55]. A federal district court judge ruled in that case Nov. 28 that "lifetime" job guarantees in a 1974 side agreement between The Cincinnati Post and Typographical Union No. 3 will expire with the basic contract March 1, 1981.

That decision came two days after the Justice Department approved a joint operating agreement of The Cincinnati Enquirer and the Post [presstime, January, page 19].

Court questions involve "problems posed by new electronic composition technology," ANPA pointed out, adding that resolutions have been made locally and without national uniformity.

ANPA also "strongly" supported the position of E. W. Scripps Co., cross-appellant in the appeals case (*Bernard J. Hehehan et al. v. The E. W. Scripps Co. and The Cincinnati Enquirer Inc.*), that Post printers have "no entitlement to pay for any period after the date when the newspaper discontinued operation of its composing room."

Efforts to block publication of stories battled and beaten by two newspapers

Newspapers prevailed in two recent prior restraint cases as judges affirmed that blocking publication of stories violates First Amendment rights.

In the first case, a Texas state district court judge in Dallas on May 9 issued a restraining order against The Wall Street Journal in an effort to delay its scheduled May 13 publication of an article about an investigation of OKC Corp. The same judge on May 12 canceled his order after newspaper attorneys argued it constituted prior restraint and was unconstitutional.

The Journal story appeared as scheduled on the day OKC Corp. shareholders met and decided to liquidate the oil and cement company.

The second case involved an Ohio Common Pleas judge who issued an order barring news media from publishing certain information about a public corruption scandal in Akron.

On appeal of the Akron Beacon Journal, a state appeals court judge lifted the lower court's order, which he said amounted to unconstitutional prior restraint.

Cartoons not defamatory

The British Columbia Court of Appeal recently affirmed that political cartoons are based on "symbolism, allegory or satire and . . . exaggeration" and are not defamatory.

The decision came in favor of a 1978 Victoria Times cartoon depicting the province's human resources minister pulling wings off flies. That official claimed in a libel suit he had been defamed.

Supreme Court to decide camera-in-courts case

The U.S. Supreme Court has agreed to decide next term whether photography in courtrooms violates a defendant's constitutional rights.

The case it will hear, *Chandler v. Florida*, is an appeal by two Miami Beach policemen convicted of burglary. They claim that the televising of their trial violated their Sixth and 14th Amendment rights.

A state appellate court affirmed the conviction, and the Florida Supreme Court, which in April 1979 adopted rules favoring cameras in the courtroom, refused to hear the appeal.

Prop 5 in Calif. would add shield to constitution

California voters will decide June 3 whether their state will become the first to amend its constitution to protect newsmen from revealing sources.

Proposition 5 would make California's "newsman's shield" statute—now considered one of the strongest of the 33 state shield laws in the country—a part of the state constitution.

The statute prohibits "any contempt citation by a judicial, legislative or administrative body against a publisher, editor, reporter or other person connected with a newspaper, magazine, wire service or radio or television news for refusing to disclose sources of information or unpublished information obtained in course of processing information for communication to the public."

Proposition 5 also is intended to eliminate current "separation of powers" tension between the California judiciary and legislature, said California Newspaper Publishers Association attorney Terry Francke. The courts claim that the shield statute conflicts with their authority to protect their own processes.

Robert M. Lynch, editor and publisher of The Sonoma Index-Tribune and CNPA president, said CNPA supports Proposition 5 "mostly for the benefit of the readers—the benefit of the peoples' right to know." He added that there would be no need for Proposition 5 if "the First Amendment guarantees were acknowledged by the courts."

Proposition 5 foes have expressed fears that some journalists might abuse their special protection and that information that could prove a defendant innocent might be blocked. They also expressed concerns over granting a newsman or newswoman greater privileges than those accorded other citizens.

Los Angeles Times assistant general counsel William Niese said there has been little debate over the issue, partly because the newsman's shield provision has given way in importance to closed courtrooms and access and privacy matters.

Laws succeed in protecting confidentiality in N.J., Pa.

Shield laws in two states—New Jersey and Pennsylvania—recently were successful in protecting reporters from forced disclosure of confidential materials subpoenaed for trials.

On May 21, the New Jersey Supreme Court ruled, for the second time in a month, that a reporter of The Daily Register in Shrewsbury did not have to surrender two letters she received from a convicted murderer who became a state informant. The letters had been subpoenaed by defense attorneys in an organized crime trial.

On April 25, the court, citing the recently enacted New Jersey shield law [presstime, April, page 20] reversed a trial court order that the letters be turned over.

But at that time it left the door open for the defense to ask again for the materials if the relevant information could not be obtained by other methods. The defense repeated its request. Thus, the need for the court's May 21 action.

In Pennsylvania, the 3rd U.S. Circuit Court of Appeals held April 24 that a broadcaster accused of libel was protected by state law from turning over unaired film ("outtakes") which the plaintiff, a retail meat company, said would indicate whether the reporter intended to malign.

Phoenix Newspapers claim libel by weekly

New Times Weekly of Phoenix, Ariz., is seeking dismissal of a $50-million libel suit filed against it and The Newspaper Guild by Phoenix Newspapers Inc.

Phoenix Newspapers filed suit April 1 in Superior Court of Maricopa County over a Feb. 20 story in which the weekly quoted unnamed sources as saying the Phoenix Newspaper Guild would file charges with the National Labor Relations Board that The Arizona Republic and The Phoenix Gazette eavesdropped on Guild activists and officers.

The Guild subsequently filed such charges with the NLRB, but later rescinded the eavesdropping claim for insufficient evidence, an NLRB official said.

New Times Managing Editor Jana Bommersbach said that the suit names some "John and Jane Does"—unnamed sources. Successful prosecution of the case would require their identities to be revealed despite Arizona's shield law, the New Times Weekly contends.

Phoenix Newspapers Publisher Darrow Tully sharply criticized that allegation. "This has nothing to do with forcing disclosure from anybody," he said.

Tully added that the weekly is using the shield law issue as a "smokescreen" in an attempt "to cover up the real issues in this case."

New Times Weekly filed its motion to dismiss the suit April 28.

Mass. police must keep daily public logs

The Massachusetts Newspaper Publishers Association won a three-year battle recently when Gov. Edward J. King signed into law a bill requiring police departments to keep daily logs open for public inspection.

Effective in mid-August, the new law will require that logs be kept chronologically and in easily understood language. The records are to be made available to the public during regular business hours and at other reasonable times.

MNPA Executive Director Joseph L. Doherty said the bill complements 1977 legislation which ordered the opening of police logs to scrutiny as public records.

Following that bill's passage, it was discovered that there was no law requiring police to keep daily logs.

And to get around the intent of the 1977 law, police in perhaps 25 Massachusetts localities kept their daily records in memos, inter-office correspondence, etc., Doherty reported.

USPS board proposes changes in second-class rate schedule

The U.S. Postal Service Board of Governors has proposed lowering the scheduled phased rate increases by an average of 15.2 percent for second-class, in-county mail through 1987.

The governors also proposed an average 1.9-percent increase for regular-rate publications (more than 5,000 copies) mailed outside the county of publication. There would be no change in the per-piece rate for fewer than 5,000 copies mailed outside the county of publication.

Proposed revisions were submitted to the independent Postal Rate Commission as part of USPS' request to increase all mail rates—including a boost in the price of a first-class stamp from 15 to 20 cents.

New rates are not expected to become effective until early next year because the commission has up to 10 months to study the proposal. Also, the PRC may amend the entire rate package before sending it back to the Board of Governors. Never has a governors' rate-change proposal gone unamended by the rate commission. ANPA, Dow Jones & Co. Inc. and the National Newspaper Association have been granted "intervenor" status in the proceeding.

The average 15.2 percent, in-county reduction would apply to the current schedule calling for rates of 5.4 cents per pound and 3.4 cents per piece by 1987 [presstime, May, page 29].

The proposed increase for mailings outside the county of publication includes a proposed drop in the non-advertising, per-pound rate from 13.1 to 12.8 cents. It also includes an increase for the advertising portion to the range of 17.1 to 38.8 cents—depending on the zone of destination—from a current 17.5 to 31.8 cents.

The Board of Governors also proposed a merger of controlled and second-class rates which Postmaster General William F. Bolger said would simplify the rate structure. Controlled circulation and second-class publications would be charged the same mailing rates if the measure is approved.

ANPA has opposed the merger, saying it could result in inequities.

PRC recommends 'red tag' surcharge

The U.S. Postal Service Board of Governors is expected to consider June 3 a recommendation by the Postal Rate Commission to slap an additional charge on some publications receiving expedited "newspaper treatment" or "red tag" service.

The PRC May 16 recommended that "regular-rate publications"—those mailing more than 5,000 copies outside the county of publication—pay 1.2 cents-per-piece for the expedited handling in addition to the regular, second-class rate. If special handling is not desired, the publications would be entitled to a 1.1-cent regular rate reduction under the PRC scheme.

No change in rates was recommended for publications mailed within the county of publication or for those mailing less than 5,000 copies outside the county.

If the PRC recommendation is adopted, regular rate publications would pay 8.2 cents for expedited delivery of publications presorted to sectional center facilities and to mixed state bags, 6.6 cents for mail presorted to three- and five-digit ZIP Codes and 5.6 cents for mail presorted to the carrier route.

For non-expedited delivery, publications would pay 5.9 cents, 4.3 cents and 3.3 cents, respectively.

ANPA testified against the surcharge [presstime, March, page 17].

End near for 6-day mail?

House and Senate conferees on May 14 agreed to chop $500 million from the U.S. Postal Service budget next year. The action could spell doom for six-day mail delivery.

Under the compromise, congressional standing committees would recommend which services will be affected by the cut [presstime, May, page 29].

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about governmental transportation regulations which may affect newspapers' shipments of newsprint and equipment.)

Southern Pacific Co. and **Santa Fe Industries Inc.** have signed a memorandum of intent to merge into a 25,000-mile railroad operation. The plan is contingent on ICC and stockholder approval. Aug. 1 is the target date for completion of a merger agreement.

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A scheduled May 19 merger of Burlington Northern Inc. and the St. Louis-San Francisco Railway Co. under the name **Burlington Northern Inc.** was postponed because of court action by opposing railroads. The new firm would be the longest railroad in the United States, with operations in 25 states and two Canadian provinces.

•••

The ICC has extended until June 15 operating authority of eight railroads over embargoed portions of the Chicago, Milwaukee, St. Paul & Pacific Railroad (**Milwaukee Road**), now undergoing reorganization [presstime, May, page 62]. Also, the Milwaukee Road bankruptcy trustee said a revised reorganization plan would not be filed in bankruptcy court until early next year.

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In a related matter, a U.S. District Court judge has granted preliminary approval to **Union Pacific Railroad's** purchase of Milwaukee Road lines and properties in Washington and Idaho. The agreement is subject to ratification by Union Pacific's board of directors and approval of the ICC.

•••

The **Rock Island Railroad**, under court orders to prepare for liquidation, on April 24 sought authority to abandon its entire system. The ICC had until May 24 to report to the railroad's bankruptcy court with recommendations on the proposal. Other railroads temporarily are providing directed service over the Rock Island system [presstime, May, page 62].

ANPA tells UNESCO of MacBride Report dangers

By Marna Perry
presstime staff writer

ANPA will cooperate with UNESCO to foster "the achievement of common goals (but) will continue to oppose actions which appear destined to undermine" world press freedoms and journalistic standards, the Association has advised UNESCO Director-General Amadou-Mahtar M'Bow.

In a late May letter, ANPA Executive Vice President and General Manager Jerry W. Friedheim warned M'Bow that adoption of several recommendations in the so-called MacBride Report [presstime, May, page 49] would compromise UNESCO's Constitution which calls for "the unrestricted pursuit of objective truth, and . . . the free exchange of ideas and knowledge."

To fulfill that constitutional charge, UNESCO should abandon proposals geared toward media control and concentrate on improving communications capabilities worldwide, Friedheim urged.

The recommendations are up for discussion and adoption at UNESCO's 35th General Conference in Belgrade, Yugoslavia, this fall [presstime, May, page 37].

Friedheim described the report as biased "against private enterprise and in favor of government controls on the press."

He said particularly worrisome recommendations include those stating:

- That government should enlist the media in "just" causes. This would result in government influence on the media, regardless of the merits of the cause, Friedheim noted.
- That "a distinction may have to be drawn between media institutions, owners and managers on the one hand, and journalists on the other." Friedheim noted that "owners and managers of ANPA member newspapers consider themselves to be working within the journalism community. They share with their employees the sense of responsibility so critical to their calling."
- That there be further consideration of a "right of reply and correction." "Our fear is that . . . (UNESCO discussion of) 'right of reply' will only lend impetus to proposals that some one other than editors and publishers decide newspaper or broadcast content," Friedheim said. Under such proposals, the emphasis no longer would be "on what the reader *wants* to read" but rather "on what some one, perhaps a government official, believes the reader *ought* to read."
- That "effective legal measures" be designed to limit "concentration and monopolization" and to "circumscribe the action of transnationals" (international corporations) by requiring them to comply with "national legislation and developmental policies."

Jerry W. Friedheim

Friedheim argued that if "UNESCO genuinely is concerned about 'greater independence and autonomy of the media concerning their management and editorial policy,'" as mentioned in the same recommendation, it would "discourage restrictive legal measures and national legislation."

"International corporations already are required to observe the laws in each nation in which they operate. More government regulation on the press only serves to bring governments closer to controlling media content," he said.

Friedheim added that ANPA opposes any further consideration of proposals to license journalists ("in the guise" of "protection") and to establish any form of tax on information.

He also expressed concern over the results of UNESCO's April intergovernmental conference in Paris that "apparently endorsed the report recommendation for establishment of an International Center for the Study and Planning of Information and Communication."

"UNESCO does not need another level of bureaucracy," Friedheim asserted. "The resources used by this new bureaucratic layer necessarily will come from those which otherwise might be used directly for communications building."

IPI scores report's theme tying media, government; book of reactions compiled

The International Press Institute has scored the MacBride Report's "persistent theme linking the media to social, economic and political objectives of governments."

A resolution adopted at IPI's May 5-7 General Assembly in Florence, Italy, warned that tying the media to government objectives could "subject news to government policies and thus to government control."

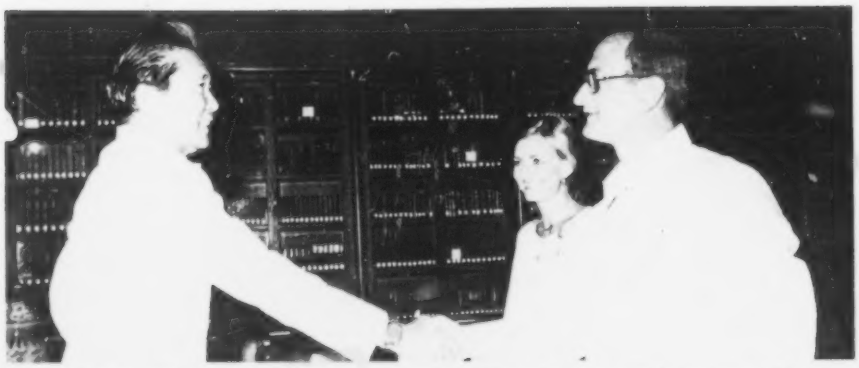
However, the IPI resolution did support the MacBride Report's opposition to censorship and its defense of journalists' access to sources.

In a related development, the World Press Freedom Committee announced that it is compiling a book of reactions to the MacBride Report.

WPFC Executive Director George Beebe, associate publisher of The Miami Herald and author of the book's introduction, said "most of the people writing (reactions included in the book) have been on the firing line" of world press matters and UNESCO concerns.

Marcos says ANPA speech met objective

(Editor's note: On his return from the ANPA Board of Directors China trip [see story, page 48], ANPA Vice President/ Comptroller and Assistant General Manager Thomas C. Fichter stopped in Manila to meet with Philippine President Ferdinand E. Marcos at Malacanang [the Government Palace]. His report follows.)



Marcos (left) greets ANPA's Thomas C. Fichter and his wife Ronnie at Government Palace.

My wife, Ronnie, and I arrived in Manila May 8 to finish some talks I had started with Marcos and his staff during the ANPA Convention. We thought it odd to see the Manila newspapers still running articles about Marcos' Honolulu speech which by now was 17 days old. Secretary Amante E. Bigornia of the Presidential Press Office explained: "ANPA and Marcos' Honolulu speech were big news in the Philippines. The Manila newspapers are running a couple of series which will continue for the next few days."

Prior to the Marcos meeting we were informed that for security reasons we would not be permitted to use our own camera equipment and that my request to visit with imprisoned journalists had been denied. We were told repeatedly that there were no legitimate journalists imprisoned in the Philippines.

Here is a transcript of the dialogue with President Marcos:

Fichter: How do you view your ANPA Honolulu Convention speech in terms of getting more Americans to understand your position for the need of martial law ("crisis management") in the Philippines? Do you feel you successfully capitalized on this opportunity?

Marcos: Yes, I think so. At least a lot more people know the definition of martial law. Our research tells us we created a positive reaction from many segments of the American media.

Fichter: During your Q&A session with the Convention audience, you were asked to comment about the journalists being held in Philippine prisons. You said that you knew of no such cases, and that if the questioner could give you the names of the individuals he was talking about, you would have them in Honolulu in 24 hours. Whatever happened? Did your office receive the information (names) you requested?

Marcos: No! That question was probably sent in by somebody as a booby trap. We are very careful here about the safety of members of the press. As a well-seasoned politician, I know that correspondents must write their stories.

Fichter: A group of the ANPA Board of Directors has just returned from meetings with senior government officials of the People's Republic of China. One of the Peking officials said—in response to a question about the proposed constitutional amendment which will remove the Chinese people's right to freely express their views through the use of the giant wall character posters—that "Americans cannot comprehend the value of a stable government. stability is often worth some personal freedoms." Isn't this what's happening under "crisis management"?

Marcos: That's right. It's a matter of balancing liberty and authority to preserve a stable society.

Fichter: Is stability of the system the reason why your administration is sensitive to opposition views?

Marcos: No, we actually encourage expression of opposition views. We pursue discussion and invite newspapermen to cover it. We are moving into the parliamentary system. You could see an end of martial law in the Philippines perhaps by this time next year.

Fichter: If you could convey a message to the ANPA membership, what would it be?

Marcos: To thank AP and ANPA for exercising the tradition of fair play by giving me the opportunity to explain to the press and the world that we are actually trying to save our democracy, not destroy it [presstime, May, page 9].

Administration to be urged to speed appointments to UNESCO conference

Members of the World Press Freedom Committee will meet June 10 with Secretary of State Edmund S. Muskie to urge that the State Department promptly recommend delegate appointments to President Carter for September's UNESCO General Conference in Belgrade, Yugoslavia.

They also will suggest names of American news personnel who could serve as U.S. delegates.

"We hope to bring Muskie up to speed on our concerns about world press freedom and what UNESCO's MacBride Commission Report [presstime, May, page 49] means to us," said WPFC Chairman Harold W. Andersen, president of the Omaha (Neb.) World-Herald Co.

Prompt selection is essential to give the delegation enough time to prepare for the potentially explosive Belgrade meeting, the WPFC maintains.

A State Department spokesman said the agency is "still weeks away" from making recommendations to Carter. But names are expected to be submitted earlier this year than they were in 1978 prior to UNESCO's last biennial General Conference.

Bill Cowles: Meeting needs the key to newspapers' vitality

(Editor's note: This is the first in a series of profiles on new ANPA directors elected at the Convention in Honolulu in April.)

By C. David Rambo
presstime staff writer

William H. Cowles 3rd had a choice upon graduation from Harvard Law School: to go into his family's newspaper business in Spokane, Wash., or to practice law.

"I decided the real world of newspapering looked more exciting than practicing law. That was 20 years ago, and I still feel the same way," says Cowles.

The new ANPA Board member, now publisher and president of The Spokesman-Review (mornings, circulation 72,000) and Spokane Daily Chronicle (evenings, 61,000), began as a "subscription solicitor" of The Spokesman-Review, which his family owned. "That means simply that you ring doorbells with a subscription pad in hand." He went on to a number of other positions at the Spokane newspapers, including advertising salesman, reporter, city editor—his favorite newspaper job—vice president and general manager.

Besides a broad business and editorial background, Cowles brings to the ANPA Board confidence that American newspapers can and will preserve their economic "vitality." The newspaper business is "strong and very vigorous. The preservation of that . . . depends on our ability to meet the needs of our advertisers and meet the needs of our readers," he says.

"I'm very optimistic that we will do that," adds Cowles, who is immediate past chairman of the Newspaper Advertising Bureau.

William H. Cowles 3rd

He believes that the biggest challenge for the editorial side is "strengthening the confidence that readers have in the media." It is a need borne out of "what may be a feeling of distrust of government and the press"—and anti-press sentiment has "been exacerbated by recent court decisions unfavorable to the media," he says.

Another challenge will be "winning the potential young readers who are oriented to electronic media," he believes.

Cowles, 48, is married and has two children.

Ed Heminger: Newspapers must tell role, earn support

Edwin L. Heminger believes the newspaper business is being adversely affected by too much—and the wrong kinds—of government interventions.

And he says newspapers must accept much of the blame because "we haven't done as good a job as we could in describing our role and building support for the institution."

Heminger, senior vice president of The Findlay Publishing Co. and publisher of The Courier (mornings, circulation 25,000), Findlay, Ohio, says newspaper people must visit more community organizations, invite more groups to newspaper plants and participate in panel discussions "to do a better job of explaining ourselves to the public."

Edwin L. Heminger

He suggests that newspapers take a clue from companies in other industries which have conducted successful, corporate-image advertising campaigns. "We could do the same thing. We haven't used our own columns to their fullest advantage," he notes.

Heminger also says it is up to ANPA to serve as a "collective voice" in defense of the newspaper business. "United action is the best way."

He maintains that one of the most crucial issues for the newspaper business is "meeting the technological changes that lie ahead. We've got to make sure we see far enough ahead and make the decisions that will allow us to be at the right place at the right time."

Breaking into the newspaper business at age nine by publishing a weekly neighborhood newspaper (whose circulation peaked at 125), Heminger became first a carrier, then a mailroom worker for The Courier, which his grandfather had purchased in the late 19th century.

After receiving a master's degree in journalism from Northwestern University in 1952, he returned to the newspaper on the business side. He has held a number of positions there in the 28 years since. He is a member of the ANPA Government Affairs Committee, former chairman of the Inland Daily Press Association's Legislative Committee, a trustee of the Ohio Newspaper Association, and former president and chairman of the Ohio Chamber of Commerce.

Heminger, 53, is married and has three children.

New electronic media: Better to face them than to duck them

By Richard C. Steele

Who is afraid of the new media? Only those editors and publishers who pay no attention to it, those who fail to recognize its potential! They may awaken some day to find an enterprising entrepreneur has replaced them in their communications marketplace. It can be the greatest sales tool of our time if properly exploited.

It was recently stated at an electronics media seminar in New York:

"The past is clear.

"The future is clear.

"Only the present is murky."

Taking a look at this murky present, one finds an almost endless array of electronic information-delivery systems. It is rapidly becoming a worldwide phenomenon.

Richard C. Steele

It is logical and, indeed, necessary for newspapers to be sensitive, tuned in and informed about the new frontier of information gathering, transmission and retrieval.

But, if faced intelligently and aggressively, it represents no more a threat to newspapers than did radio and television. Indeed, it offers an advantage and opportunity.

The greatest and most valuable asset under the control of newspapers is the data base. It is the life blood of news gathering, storage, distribution and retrieval.

Our highly skilled staffs, ably managed, have assembled this information for use in printed form.

Newspapers are not information or data banks per se. The judgmental factor in rating and displaying news stories is paramount in our profession.

This is a prime factor in the continuing demand for newspapers. They can be read in a leisurely way. They can be scanned for the major impact of lead stories or they can be read carefully for details and background.

Television has proved that there is no substitute for newspapers. Highlights and summaries are useful but no replacement for edited, detailed copy.

Classified advertising has been suggested as a starting point for video display. There is a certain amount of allure present in this theory. But a person looking for a job, or a home, or an automobile needs time to peruse and study and analyze the specifics of such offerings before making such an important decision. Only newspapers provide this advantage.

The reader can clip a cash-saving coupon, mark a story for future reference or cut out a recipe for future experimentation. He or she can save an editorial for the support of an argument or cut out a cartoon for fun or political documentation.

A newspaper is the permanent, savable segment of journalism. It is irreplaceable. It is historical evidence of what happened today. It is the only current daily record of life as it unfolds in its unpredictable pattern.

Video display can provide highlights and summaries—recitation of statistics and some spot news. But the color, the drama, the on-the-spot coverage in *depth* resides in the daily newspaper.

All other means of communication, be it radio, television or any new video display technology, is supplemental to the daily newspaper.

The new media presents newspapers with a new and exciting frontier. The data base of newspapers is the raw material of electronic transmission.

It must be controlled. It must be edited and distilled in a way that will be usable and salable by and to our present readers and to people who do not regularly read newspapers. In this way, we can expand our present base of readership by supplemental uses of our data base and convert non-readers to newspaper readers.

The future growth of newspaper readership will be ensured and increased by the expansion of electronic transmission of information now in our possession.

The data base of newspapers is the raw material of electronic transmission. It must be controlled. It must be edited and distilled in a way that will be usable and salable by and to our present readers and to people who do not regularly read newspapers. In this way, we can expand our present base of readership.

Where are we going? What should be done to prepare for the new media?

Flexibility is important. Newspaper management must be thinking beyond just newspapers for the delivery of news and advertising.

Many newspapers are preparing a master plan, short range and long range, regarding electronic publishing. This is essential. When the proper link-up with an electronic system is indicated, we will be ready for action. Newspapers must be fully prepared as soon as is feasible to enter the electronic age of journalism and thus turn electronic challenges into opportunities.

Steele is publisher of the Worcester (Mass.) Telegram and Evening Gazette. This article is excerpted from his May 29 speech to the 33rd Congress of the International Federation of Newspaper Publishers at Tel Aviv, Israel.

Videotex: information at the push of a button

By Margaret Genovese
presstime staff writer

If the play follows script, on June 23 or thereabouts, a resident of Coral Gables, Fla., will get up from the living room sofa, walk over to a televison set, type a telephone number and a password on an adjacent keyboard and see the words "Welcome to Viewtron" appear on the screen.

Then he or she will settle back to read the latest news as gathered and reported by The Miami Herald, browse through advertisements for swimming pool supplies or even order show tickets.

Thus will Knight-Ridder Newspapers join a growing number of organizations around the world experimenting with videotex—an electronic technology that threatens to burst on the scene not with a bang, but a whisper of a computer.

Videotex provides two-way, information delivery and retrieval between a home and a data base. It allows consumers, perhaps using their own television sets as video display terminals, to call up textual and graphic information from a remote, computer-stored data base, or to send information back down the pipeline. For example, U.S. systems in operation or to be tested this year will enable people—from the comfort of their push-button console—to order merchandise, direct their bank to pay their bills and take care of other household matters.

In Knight-Ridder's variation on the theme, a *telephone* is the link between the data base and the user's specially adapted television set.

On the other hand, *cable* television will be the conduit for a videotex experiment in a Dallas suburb this summer, to be conducted by Dow Jones & Co. Inc. and A.H. Belo Corp., publisher of The Dallas Morning News.

This is the second in a series of presstime reports on the evolving, information-transfer technology—and its implications for newspapers.

Newspapers' role

Robert G. Marbut, chairman of ANPA's Telecommunications Committee, advises publishers to look at electronic home data delivery/retrieval:

"The newspaper really is just a bundle of information, and the new technology is making it possible to unbundle some of that information and deliver it electronically on demand, as opposed to delivering it in print *en masse*."

Marbut, president and chief executive officer of Harte-Hanks Communications Inc., subscribes to the widely held view that the push for home data delivery/retrieval is coming more from technology than the marketplace.

But, he says, there may be a need for electronic delivery of *some* information to *some* audiences. Marketing tests will reveal the extent of that need and the degree to which information now carried in newspapers might "more preferably be delivered in electronic form." He believes, however, that "newspapers are in a unique position to be the primary information providers in a local community, regardless of whether the delivery system is print or not."

Publishers should not make the mistake, Marbut says, of comparing this new technology to any other they have applied to their operations.

"Newspapers in previous years were able to introduce new technology at their leisure," he says. "We could put in the offset press or the front-end editing system, and if we waited a year it didn't matter. Newspapers don't have the luxury with this technology to introduce it at will. . . . It gets back to our being there early enough in the ball game to stay in the game."

The technology has already driven some "big players" into newspapers' front yards, he says.

The biggest private one is the American Telephone and Telegraph Co. The world's largest company, AT&T has been restrained by a 1956 consent decree from offering any service not regulated as a common-carrier service. But a Federal

Using keyboard or remote keypad, users of Knight-Ridder's "Viewtron" can call up frames of information on TV screen.

Communications Commission decision in May, deregulating "enhanced communications services," appears to many newspaper executives to have opened the door to AT&T's offering electronic data delivery/retrieval. The company's recent testing of an Electronic Information Service, designed primarily as an electronic directory, in Albany, N.Y., is seen by some as a clear indication of its intentions [presstime, May, page 48].

(The electronic-directory idea is not unique with AT&T. To save time and money in updating its directory, the state-operated French Postal Telephone and Telegraph system recently announced plans to give 15 to 20 million customers inexpensive terminals over the next 10 years.)

AT&T's virtual monopoly status as a communications common carrier gives it an unfair advantage in this area, members of ANPA's Telecommunications Committee maintain. ANPA will petition the FCC for reconsideraton of its decision. (See story, page 22.)

Meanwhile, the nation's second largest phone company, General Telephone and Electronics, also is taking a hard look at videotex. GTE has obtained a license to offer a service to the public based on Britain's pioneering "Prestel." No market test has been scheduled.

Along with Ma Bell and GTE, Uncle Sam's involvement in the two-way, information-transfer field is a source of concern to newspapers.

In 1978, the U.S. departments of Agriculture and Commerce announced their intention to test "Green Thumb," a videotex service designed to give farmers information on the weather and markets.

ANPA Executive Vice President and General Manager Jerry W. Friedheim, in letters to the departmental secretaries, pointed out the "possible conflict inherent in the government program" providing information already available through private enterprise.

Nonetheless, the government's Green Thumb service was launched March 3 for a 12-month trial costing about $500,000 in taxpayers' funds. Two hundred livestock and grain farmers in Shelby and Todd counties, Ky., have been given "Green Thumb boxes"—adaptors (costing $200 each) attached to their TV sets. By placing a telephone call, the farmers can connect with computers in each county and request forecasts from the U.S. Weather Service and reports from the Chicago Board of Trade and the Mercantile Exchange—updated every 15 minutes. And that's not all.

Dr. John Ragland, associate director of the Kentucky Cooperative Extension Service and state Green Thumb project director, says specialists who provide farming tips and other information for the system are "going to have to become like your reporters," able to synthesize and present facts quickly. "The difference is," he notes, "you (newspapers) have to go through a printing process. We send it onto a computer. I know you don't like to hear this. . . ."

There has been talk of extending the test to 15 states, but observers feel that this is very unlikely in the current budget climate.

Along with Ma Bell and GTE, Uncle Sam's involvement in the two-way, information-transfer field is a source of concern to newspapers.

If newspapers are going to become involved in operating videotex systems in their communities, Telecommunications Committee Chairman Marbut believes technical standardization is a must.

The Advanced Communications Systems Subcommittee, under Chairman William L. Dunn, vice president and general manager of Dow Jones & Co. Inc., is nearing completion of a draft of such guidelines for newspapers. They will cover the construction of terminals, techniques of interconnecting terminals to the data base, the process of interacting from the data base to transmission service and the organization of the data base. Dunn stresses an understanding of videotex is important to publishers of all sizes of newspapers.

Marbut says this effort is analogous to developing a railroad network. "We want to have the same gauge railroad track in order to build a system that will connect the whole country."

In the past, he points out, press standardization has enabled newspapers to share advertising inserts and other services and materials.

Newspapers that opt for the role of information provider on someone else's system, rather than the operator of their own systems, will find at least one opportunity now exists.

Robert Ryan, president of Source Telecomputing Corp., invites newspapers to participate as information providers in "The Source," a videotex-type service for owners of personal computers.

"Newspapers are the best friends we could possibly have," he says. "All we are is an information mover. We are not an information generator."

United Press International, which provides its six high-speed data services to The Source, is cooperating in this program.

"We also are interested in cooperating with newspapers who want to develop their own systems," says UPI Senior Vice President Frank Tremaine.

So is the Associated Press, according to Director of Cable Services Henry Heilbrunne. "We are exploring different avenues to allow our member newspapers to experiment with information retrieval," he says. AP itself will provide information for Knight-Ridder's Viewtron experiment.

As a first step in electronic delivery, some newspapers already are experimenting with packaging textual information for television screens by providing news and advertising services on one-way cable television systems [presstime, March, p. 4].

Videotex information presentation takes more than one form. For example, Viewtron's frames of information will come in full color with graphics on television sets modified by AT&T. The Source, on the other hand, serves up more traditional, text only, VDT fare.

The Washington Post provides its daily product to Nexis, a full-text newspaper data base accessible to researchers and libraries. Nexis is one of the many specialized, so-called "on-line" information-

retrieval services available for the "plugged-in" business or personal computers.

Post Vice President/Planning J. Christopher Burns believes it is technically possible for every newspaper to put its information into electronic, data-base form. But, he cautions, "The real question is whether the home consumer would find this a valuable service."

Newspapers, he points out, "always provided the home with a data base. And we do it for 20 cents a day."

At the present time, the cost of personal computers ranges from as low as $500 to $1,000 and up.

TV adaptors for a service that will be tested late this year by OCLC, a library computer services organization in Columbus, Ohio, are costing $450 a unit.

The Source charges its subscribers $100 for a lifetime membership and as little as $2.75 an hour for access to its data base.

A portion of that—a royalty—is paid to the information provider.

In England, home of the first commercial videotex system, Prestel, users rent their specially adapted television sets and pay for the time their telephone is tapped into the data base.

There are myriad other questions of an economic, regulatory and technical nature. Among them are how a user's right to privacy can be protected, how copyright law would apply, how photographs might be presented and what means of transmission will develop as the best one—telephone, cable or something else.

At the first-of-its-kind international conference on the subject, held in London last March, it was clear that other countries, notably Great Britain, have struck out boldly in the direction of videotex.

Mark Plakias, editor of a new newsletter called Viewdata/Videotex Report, notes this is because the service originally was designed as a way for the British Post Office—which operates England's telephone system—to boost telephone usage.

Its development is attributable to the British government's willingness to commit "millions and millions of dollars for research and development," Plakias says. "Private companies in the United States are going to be very careful before they throw all that money at it."

ANPA Vice President/Legal and Government Affairs W. Terry Maguire, in his presentation to the London conference, concurred. "High capitalization costs, coupled with market and regulatory uncertainties, in an environment rife with information, have contributed to the cautious attitude of U.S. newspapers toward videotex," he said.

To help member-newspapers sort out the pros and the cons of videotex and other perplexities in the new Electronic Age, ANPA has just established a Telecommunications Affairs Department under Director Kathleen Criner, former program manager for information technology at the Department of Commerce's National Telecommunications and Information Administration. (See story, page 50.)

Several U.S. newspaper companies also have joined a group of information providers working with the Canadian government on eight separate field trials of videotex services planned in that country this year.

An international information providers association also has been formed. And the videotex technology, described by most experts as still in its infancy, continues to grow.

Who's who and what's what in videotex arena

"Videotex" is a generic term that has come to mean any two-way system whereby textual and graphic information, stored in a computer, may be transferred on demand (over a telephone network or cable television system) to the home for viewing on modified television sets or video display terminals. It also is referred to as "viewdata" in some quarters.

Following are capsule descriptions of the videotex systems in operation or planned in the United States:

Transmitted via telephone

• **"Viewtron," Knight-Ridder Newspapers and AT&T, Coral Gables, Fla.** —test proposed to begin June 23 involving 150 households; data base: information provided by sources including The Miami Herald, Consumers Union, Congressional Quarterly, The New York Times, Associated Press, American Cancer Society, Eastern Airlines, Sears Roebuck & Co., B. Dalton Booksellers, Grand Union Co., Southeast Banking Corp., AAA World Wide Travel Agency, J. C. Penney, Shell Oil Corp., Bass Tickets, Cousins Realty.

• **"Electronic Information Service," AT&T and New York Telephone Co., Albany, N.Y.**—test period August 1979-January 1980, involving 75 households, eight businesses; data base: Albany area white and yellow pages, weather, sports results, horoscope, dial-a-joke, Dr. Joyce Brothers' advice column; users also able to create small directories of personal and important phone numbers (fire, police, medical, etc.).

• **"Green Thumb," U.S. departments of Commerce and Agriculture, Shelby and Todd counties, Ky.**—test began March 3; 200 participants; data base: information from Chicago Board of Trade and Mercantile Exchange, U.S. Weather Service, Cooperative Extension Service of the University of Kentucky.

• **"Channel 2000," OCLC Inc., Columbus, Ohio**—test proposed to begin 1980; 200 participants; data base: Academic American Encyclopedia, computerized catalogs of public and university libraries, financial services such as bill-paying and account information from Bank One of Columbus.

• **"The Source," Source Telecomputing Corp., McLean, Va.**—commercial service began in February; 4,000 subscribers; data base: computer information, business and financial information, six UPI services, educational programs, National Real Estate Locator Services, The New York Times Consumer Data Base, mail/message service, classified ad service, home entertainment guide, personal finance information, travel club, biorhythms, Money-Saver Buying Service.

Transmitted via two-way cable

• **Dow Jones & Co., Inc., Los Colinas, Texas**—test began July 1979; six terminals; data base: Dow Jones business, financial news.

• **Dow Jones & Co. Inc., A. H. Belo Corp., Merrill Lynch & Co. and Sammons Communications Inc., Park Cities, Texas**—test proposed to begin this summer; data base: news and sports information, local restaurant and entertainment guides, business news published within the prior 90 days by Dow Jones News Services, The Wall Street Journal, Barron's and computer programs on personal investing.

The past is littered with electronic flops

By William D. Rinehart

For the past 60 years, there has been concern that the printed daily newspaper would become obsolete because of electronics.

During the 1920s, publishers became concerned that the radio would make newspapers outmoded. Because this innovation was going to "replace" newspapers, many of them established radio stations in their own cities.

Likewise in the 1940s, many were forecasting the death of newspapers once television caught on.

Also in the late 1930s and 1940s, there were those who were certain that in-the-home newspaper facsimile would replace the conventional newspaper. In a number of cities, home newspaper facsimile systems were installed. In 1948, for example, a fairly extensive test and market analysis of quality home facsimile was made in Miami via FM radio transmission. Although there were no technical problems, and the image quality was excellent, and the editions were well done and frequently updated, the idea failed in the marketplace. The general public still preferred the conventional newspaper.

Results were the same when more tests were conducted in the 1960s and 1970s—this time in Japan.

Ashi Shimbun installed home newspaper facsimile in the late 1960s, and tests also w conducted in Tama in 1970. The tests were technically successful, but subscribers did not rush to buy the system; they preferred a conventional, home-delivered newspaper.

More recently, attention has focused on videotex systems, which allow a TV viewer to push a button or two and call up a display of text news or information of their choice on their TV screen, or, using a mini home computer, to display desired information from either local or distant sources.

Such systems are being installed in many foreign countries by government agencies. To date, all of these systems are hooked up to an extremely small proportion of the countries' total population.

The Miami Herald FACSIMILE EDITION

Truck Driver Strike Tying Up N.Y. Traffic

Schacht Freed

China Bars All Planes, But Reds, In Provinces

FOR THE FINEST IN RADIO - WQAM-FM

Page from a 1948 Miami Herald Facsimile Edition transmitted by WQAM-FM

In the United States, a few such systems are being tested, but none is large enough to determine its acceptability by the mass market.

Except for very specialized information retrieval systems, no one has determined how to secure sufficient income to cover operational cost. And, the quality of any optional printout system is inferior to that of the 1948 Miami Herald facsimile newspapers.

In addition to the question of marketability of these new devices, newspaper executives should be aware that new electronic technology in this field may well have a greater impact on the viability of commercial broadcast television than on any other medium.

The recent, rapid expansion of cable television—spurred in large part by satellite transmissions—is marketplace proof that the public will pay a premium for noncommercial TV entertainment. In certain large cities, UHF TV also offers pay, noncommercial TV.

In every instance of pay TV, there is an erosion of the effectiveness of network TV as a mass advertising medium. Likewise, if videotex is installed, it too will further erode network TV. And if TV tape or disk recorder-players come into widespread use, they too could have a detrimental effect on commercial TV.

There is no indication of a similar impact on newspapers. In fact, in towns such as Mexico, Mo., and Lawrence, Kan., where newspaper-owned cable stations have focused on covering local activities, publishers feel newspaper readers' interest actually has intensified.

There are those who believe that videotex systems will replace the newspaper. They believe, for example, that a housewife would rather push a few buttons and see an ad on TV instead of scanning the newspaper for those same ads. Others believe that the average husband will rush home, push buttons on his home computer and "read" the latest news.

But, again, a lesson from the past. In the late 1960s the "Picturephone" was a relatively new invention, and it too was going to do all things for all people. Technically it could. The technology used in the Picturephone was excellent and had been proven. However, it was a complete flop in the marketplace.

There's no question that much of the new technology will or could have practical applications for specialized needs. It is doubtful, however, that any of the technology currently being introduced could ever begin to replace printed newspapers, so long as we continue to deliver newspapers to the home economically.

If newsprint prices or other factors place the newspaper out of the reach of the average American family budget, then that family may be forced to utilize one of the new technological substitutes. But if we can keep our prices in proportion, then the new electronic technology will help newspapers increase their share of the advertising market—especially the national advertising market.

Rinehart is ANPA vice president/technical.

ANPA to ask FCC to reconsider, clarify deregulation of AT&T

By C. David Rambo
presstime staff writer

ANPA will ask the Federal Communications Commission to reconsider and clarify some aspects of a major policy decision which may have cleared the way for AT&T to offer telephone-based, home-information services such as videotex.

In addition, the ANPA Telecommunications and Government Affairs committees will review longer-term implications of the FCC action and continue to analyze legislative proposals and related developments. Those committees will advise the Board of Directors on appropriate action in response to ongoing regulatory, legislative and judicial developments.

The FCC's final decision in its Second Computer Inquiry, released May 5, fuels concerns of many newspaper publishers that AT&T, General Telephone and Electronics and others might use monopoly carrier networks at an unfair advantage in providing information services [presstime, May, page 48].

Under the order, AT&T and GTE—the two largest U.S. telecommunications firms—will be required to form separate companies to offer what the commmission calls "enhanced services." They are defined as those which combine basic telephone service with "computer p-ocessing applications that act on the format, content, code, protocol or similar aspects of the subscriber's transmitted information, or provide the subscriber additional, different or restructured information, or involve subscriber interaction with stored information."

The FCC action leaves unanswered the question of compliance with a 1956 anti-trust consent decree. That document held that AT&T itself cannot offer any service, like videotex, which is not regulated as a common-carrier communications service. Only the federal court which supervises the decree or Congress can settle the issue.

Congressional committees still are working to develop legislation that would deregulate the common-carrier marketplace along general lines of the FCC decision.

The commission also has not addressed the extent to which AT&T can perform "editorial" functions in managing the data base for a videotex system.

In addition to the newspaper business, other industries have voiced concern over long-term implications of the FCC's action.

Small computer companies, for instance, feel threatened by what they perceive as relatively loose restrictions on AT&T and GTE, and the Computer and Communication Industry Association has filed a lawsuit in opposition to the FCC decision.

AT&T Chairman Charles L. Brown told the ANPA Telecommunications Committee in April that his company is not interested in providing a "news bank." He also said, though, that AT&T "doesn't want to be excluded from those things that permit us to use" telecommunications technology.

Concern about this issue extends to the state level as well. Intrastate telephone activities are regulated not by the FCC but by individual state agencies. These agencies are just beginning to address the home-computer information issue. □

AP delays purchase of receiving dishes after RCA petition

An RCA Americom petition filed with the Federal Communications Commission against satellite plans of Western Union Telegraph Co. has delayed the Associated Press' purchase of receiving dishes, said David L. Bowen, AP vice president and director of communications.

To date, the wire service has bought 50 10-foot dishes in a program to transmit news to subscribers via satellite [presstime, May, page 8].

"We are holding up on the issuance of any further purchase orders until firm assurance that the power level we need will be available," Bowen said.

United Press International also plans to implement a satellite transmission system using the same Western Electric satellite and power rating as the AP system. UPI will not purchase receiving dishes. It advises media companies to buy their own units [presstime, May, page 13].

RCA claims in its petition that the power level Western Union plans to use in beaming clients' signals—including those of AP and UPI—would be too high and would interfere with its own satellite operations, said RCA manager of public information Paul Farmer.

Western Union denies that its signal would disturb RCA's. □

IPTC calls for 'reasonable return' rates for world telecommunications services

The International Press Telecommunications Council has called for adoption of worldwide telecommunications rates based on a reasonable rate of return to ensure the free flow of information.

Rates in some places now are based on considerations of a political nature.

At its 15th Annual General Meeting May 5-9 in Tokyo, the IPTC also urged telecommunications carriers to resist becoming information providers. And it suggested that the media take "appropriate steps" to block carriers from entering the field.

Donald F. Wright, president and chief operating officer of Newsday, Melville, N.Y., and vice chairman of the ANPA Telecommunications Committee, was elected an IPTC vice chairman. ANPA International Representative Dan C. Biondi was named honorary treasurer.

Chujo Watanabe of the Japanese Newspaper Publishers and Editors Association was re-elected chairman.

Also elected vice chairmen were Michel Saint Pol, Agence France Presse; and Theo Pohlert, Deutsche Presse Agentur (German News Agency). Re-elected vice chairmen were Wolfgang Weynen, Deutsche Presse Agentur; John Ashworth, Reuters; and Gary Barker, Melbourne (Australia) Newspapers Inc. □

Beaton urges media support of two wires

There was a reversal last year in the trend of many American newspapers and broadcast outlets cutting back from two to one major news service as an economy measure. But the president and chief executive officer of United Press International fears the recession could cause a resumption of that trend.

"I understand the desire of publishers and editors for an improved bottom line, but first things do come first," Roderick W. Beaton told an Ohio University World Communications Conference audience May 8.

"American news agencies deserve a much bigger place in the scheme of things, for an industry whose turnover approaches $30 billion each year," he said.

Beaton said competition between UPI and the Associated Press ensures quality reporting, news and technical innovations and competitive contractual terms for subscribers.

"The heavy losers, without competitive services, would be the very industry that has questioned the essential nature of two general services—and of course, all of us, the American people who benefit from that cooperation," he said.

Economically pinched for several years, UPI has been seeking ways to strengthen itself financially [presstime, March, page 50]. □

Murdoch denies link between loan, NY Post's endorsement of Carter

New York Post Publisher Rupert Murdoch told the Senate Banking Committee May 13 there was no connection between his newspaper's endorsement of President Carter for reelection and a low-interest, government loan he received.

The committee heard testimony on allegations that Murdoch used the editorial in the 612,576-circulation Post to win a $290 million, 8.1-percent interest loan to purchase American-made jets for his Australian airline.

Murdoch met with Carter Feb. 19, endorsed the President Feb. 21 and received loan approval from the Export-Import Bank Feb. 27.

"The difficulty here is some people may be looking for a conspiracy," Murdoch testified. "There is no conflict of interest here unless it is in the eye of the beholder."

Carter aides also denied there was any political connection.

Although Sen. William Proxmire (Wis.), chairman of the Banking Committee, said he was concerned with the "series of coincidences," he acknowledged that "we have no indication" of any wrongdoing. □

Good news for a change: aluminum seen stable

For a newspaper business buffeted in recent months by tight newsprint supplies and roller-coaster film costs, there is some good news:

A widely forecast aluminum shortage is *not* expected to affect newspapers seriously.

Offset plate manufacturers contacted by **presstime** based that conclusion on two factors:

First, less than 1 percent of the aluminum consumed in the United States annually is used in making litho plates.

Second, and more important, that particular aluminum is a top-grade product which is a highly profitable item for the aluminum producers.

As Dan Sells, vice president of sales for Western Litho Plate Co., put it: "There may be (an aluminum) shortage in other industries (later this year), but it is not likely to occur in the area of offset plates." □

Recent acquisitions

Gazette Printing Co., Janesville, Wis., acquired the Marinette (Wis.) Eagle-Star, daily circulation 10,800.

The Donrey Media Group, Fort Smith, Ark., acquired the Oskaloosa (Iowa) Herald, daily circulation 6,777.

Worrell Newspapers Inc., Charlottesville, Va., acquired The Southwest Times, Pulaski, Va., daily circulation 6,950.

Quincy (Ill.) Newspapers Inc. and Press Publishing Co., Sheboygan, Wis., acquired American Newspapers Inc., publishers of the New Jersey Herald, Newton, daily circulation 18,000. □

'Shoe' **By Jeff MacNelly**

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Ombudsmen of the world unite

A new association in the newspaper business—the Organization of Newspaper Ombudsmen—was formed at a May meeting in Washington.

The 15 founding members were brought together with other editorial people attending a May 12-15 Washington Journalism Center conference on "What People Want From the Media."

The organization was created to promote establishment of ombudsman positions on newspapers and to provide a forum for the interchange of experience and ideas among ombudsmen.

At a time when they are having credibility problems, "newspapers can be strengthened by showing the public, through an ombudsman, that they are concerned," said Alfred JaCoby of The San Diego Union, who was elected ONO chairman. The ombudsman must have the authority to do something about the problem, he added.

Other officers are John P. Brown, Edmonton (Alberta) Journal, vice chairman; Frank Hartley, The Courier-Journal and The Louisville (Ky.) Times, secretary-treasurer; Russell Austin, The Milwaukee Journal, and S. J. Micciche, The Boston Globe, directors.

ONO will be financed by $25 annual dues. Provision has been made for associate memberships for editors, scholars and newspaper critics.

One of the first actions of the new association was to name John Herchenroeder, who retired last September from the Louisville newspapers, an honorary life member. Herchenroeder became the first ombudsman on a North American newspaper in 1967.

The group plans to meet annually.

New Orleans papers to combine, go all-day

New Orleans' two newspapers—The Times-Picayune (morning, circulation 212,000) and The States-Item (evening, 114,000)—will become a single all-day newspaper June 2.

Publisher Ashton Phelps Jr. said the consolidation is intended "to produce one superior newspaper responsive to the needs and interests of readers throughout the area we serve. . . . By combining editorial and production departments, The Times-Picayune and The States-Item will be able to eliminate duplication of effort and to devote greater attention to suburban news."

No layoffs of the two newspapers' 800 employees are expected, Phelps said.

Both newspapers are owned by Newhouse Newspapers.

States-Item Editor Charles A. Ferguson will be editor of The Times-Picayune and The States-Item, as the combined newspaper has been named.

Post-census help sought

The U.S. Census Bureau is asking newspapers to print a form which may be clipped out, completed and mailed to the government by people missed in the initial 1980 Census.

Forms to be provided newspapers by local Census Bureau offices in the "Were You Counted?" campaign are available in 34 languages, said Census Director Vincent P. Barabba.

Safe Driving Campaign revisions announced

Several revisions have been announced in the 1979 ANPA-International Circulation Managers Association Safe Driving Campaign [presstime, May, page 39]. They are as follows:

Private motor carrier division

Group C: newspapers with daily circulation 50,001 to 100,000; 83 newspapers operated 843 vehicles 17,565,320 miles with 419 accidents.

- First place: **Trois-Rivieres (Quebec) Le Nouvelliste** operated two vehicles 238,856 miles with one accident.
- Second place: **Chattanooga (Tenn.) Times** operated 27 vehicles 922,226 miles with four accidents.
- Third place: **Bridgewater (N.J.) Courier-News** operated 41 vehicles 871,201 miles with four accidents.

Contract motor carrier division

Group A: newspapers with daily circulation up to 25,000; 54 newspapers operated 780 vehicles 14,572,013 miles with 27 accidents.

- First place: **Rome (N.Y.) Daily Sentinel** operated 37 vehicles 561,575 miles without an accident.
- Second place: **Hammond (La.) Daily Star** operated 18 vehicles 473,149 miles without an accident.
- Third place: **Longmont (Colo.) Daily Times-Call** operated 36 vehicles 463,926 miles without an accident.

Group B: newspapers with daily circulation 25,001 to 100,000; 85 newspapers operated 1,639 vehicles 37,082,016 miles with 94 accidents.

ASNE hits CIA use of journalists

The American Society of Newspaper Editors told President Carter that "the credibility of the American press at home and abroad—and in some cases the physical safety of the correspondents"—is at stake if the CIA uses journalists as agents.

ASNE's comments were prompted by CIA Director Stansfield Turner's statement at the ASNE Convention in April that he "wouldn't hesitate" in certain cases to use a journalist as an agent [presstime, May, page 33].

President Carter, in a later meeting with editors, endorsed use of reporters as CIA operatives in "extreme circumstances" involving U.S. security.

In a subsequent letter to Carter, ASNE President Thomas Winship, editor of The Boston Globe, and ASNE Freedom of Information Committee President Charles W. Bailey, editor of the Minneapolis Tribune, said they are "gravely concerned."

They quoted A. M. Rosenthal, executive editor of The New York Times: "If it is the policy of the U.S. government to decide that it can on occasion use a foreign correspondent, every American correspondent immediately becomes suspect."

Winship and Bailey asked President Carter to meet with them personally to discuss the matter.

Meanwhile, Sen. Daniel Patrick Moynihan (N.Y.) has introduced a bill that would ban the secret use of journalists, clergymen or academicians as U.S. spies. The measure also would prohibit intelligence agents from posing in those capacities. (See story, page 9.)

In a related matter, FBI Director William H. Webster told the National Press Club May 13 he was aware of six members of the news media who have volunteered information to the FBI.

Three provided information in the past year, and the others were informants during an earlier unspecified time, Webster said.

Study offers newspapers 'fine tuning' tips to meet readers,' potential readers' needs

The importance of newspapers' defining their audiences has been widely established.

But how should a newspaper fine tune its operations to meet readers'—and even more importantly, potential readers'—needs?

"Personal Motivations and Newspaper Readership," published in ANPA News Research Report No. 26, sets forth several courses of action to help newspapers achieve this objective:

- Change the product to suit non-readers. The study found that non-readers or "skimmers" have a greater need to be entertained than regular readers. Providing more entertainment-type material might win more non-readers, the report indicates. But it cautions against revamping the product so much that readers who want more substantial information "are not getting the news they want."
- Conduct "more extensive promotion of the value of being informed about community and national happenings."
- Modify advertising strategies to focus on the importance of an informed citizenry and the advantages of community involvement.
- Work closely with local school systems to expand newspaper use in the classroom.

The study was conducted by Lee B. Becker and Erik L. Collins of Ohio State University's School of Journalism, and Jeffrey W. Fruit of Ohio Wesleyan University's Department of Journalism.

Newly published News Research Report No. 26 also contains "The Influence of Local Information on Daily Newspaper Household Penetration in Canada" by Gerald Alperstein. He concludes that "the real market of daily newspapers appears to be the home city of the daily newspaper, that is, the area where the daily newspaper generally provides a lot of local information."

Canadian daily newspaper household penetration was found to be lower, however, in markets with sprawling suburban communities where weeklies publish more local information.

Alperstein says that "daily newspapers in Canada as well as in the United States would do well to be aware of the size and growth patterns of their home city and suburban markets, the potential competitive edge of weekly newspapers (especially paid weeklies), and the amount of local information they are providing for their various geographic markets."

Alperstein prepared his study as his doctoral dissertation at Syracuse University. He now is associate editor of The Public Sector, the publication of the New York State Civil Service Employees Association.

Copies of Report No. 26 are available from ANPA's Public Affairs Department at The Newspaper Center. □

Readership linked to accuracy, balance

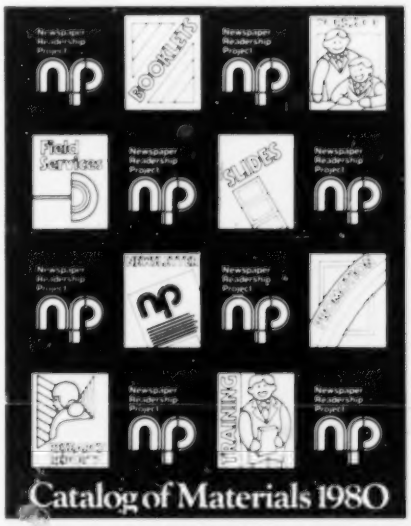
A recent study by ANPA News Research Center Director Maxwell E. McCombs suggests that a newspaper's "accuracy of content" and "balance of good and bad news" most affect frequency of reading.

"That is, readers who see their daily newspaper as being accurate and presenting good news as well as bad tend to be more satisfied with their daily paper," McCombs said, and "readers who evaluate their paper negatively on these two attributes tend to be less satisfied."

McCombs, who also is John Ben Snow Professor of Newspaper Research, S.I. Newhouse School of Public Communications at Syracuse University, presented his findings at the 33rd Congress of the International Federation of Newspaper Publishers May 25-29 in Tel Aviv, Israel.

McCombs analyzed not only household penetration of daily newspapers—finding a steady decline over the past two decades—but also regular readers by age, levels of education, income and sex.

Between the ages of 18 and 54, readership increases steadily. Then it declines slightly to a level still higher than that of the under-35-year-old group, he found. □



Newspaper Readership Project materials are listed in a new catalog available from the Newspaper Advertising Bureau.

Voters more likely to read newspapers

Persons most likely to vote are also the most likely to read daily newspapers, according to the Newspaper Advertising Bureau's "Handbook for Political Candidates and Their Managers."

The seven-page compilation of information and statistics from various sources compares demographic profiles of voters in the 1976 presidential election with those of newspaper readers.

It notes that the "upscale segments" in key demographic groups—income, occupation and education—produced the heaviest percentages of voters and newspaper readers, a pattern that became even more pronounced in elections for state and local offices and in primaries.

Buttressing the NAB report is a recent Oklahoma Newspaper Advertising Bureau study showing that state's "reading populace closely resembles the voting populace."

Conducted by the University of Oklahoma Journalism Research Center, the random sampling of 3,564 adults in 70 Oklahoma communities indicated that voters tend to read newspapers more frequently and read a wider variety of newspaper items than non-voters. □

Newspapers stung by coupon fraud

By Margaret Genovese
presstime staff writer

It's a crime. It funnels millions of dollars a year into illegal channels. And newspapers may be big losers unless it is curbed.

It is the misredemption of manufacturers' cents-off coupons, those cut-along-the-dotted-line advertising promotions that beckon newspaper readers to snip and save. The Audit Bureau of Circulations estimates that misredemption in 1979 cost manufacturers $175 million out of the $880 million in coupons cashed in.

Newspapers carry the majority of coupons issued—77 percent of last year's 81.2 billion. And because of the way newspapers are produced and distributed, they may be contributing to the problem, however unwittingly.

"The feeling is that misredemption is so severe that they (advertisers) want to examine alternative methods of putting coupons in the hands of customers," says George J. Simko, senior vice president of the New York advertising agency Benton & Bowles Inc.

"What this says to me is that unless both the advertising and the publishing side of the business do something to control and reduce misredemption, some $250 to $300 million in (newspaper) advertising is in jeopardy."

ABC plan

In an effort to safeguard this revenue base and to make newspapers more attractive for coupon distribution, the ABC announced May 20 that it has asked the publishers of all North American newspapers with circulations of more than 100,000 to participate in the initial phase of a new Coupon Distribution Verification Service.

According to Simko, an ABC vice president and chairman of the task force that came up with the plan, if this phase is successful the service will be refined and offered to other ABC-member newspapers.

Participating publishers will be required to file with the bureau a statement of coupon-distribution procedures. They will be asked how they handle free-standing coupon inserts and coupon-packed Sunday supplements, how they control run-of-press coupon sections in the pressroom and how they distribute and recover copies containing the .e sections. ABC has issued guidelines on proposed procedures. (See accompanying story.)

ABC personnel will include verification of the answers to these questions with their annual circulation audit. A report will be prepared and made available to subscribers of the service. The first newspapers could have their coupon-handling practices audited as early as this summer for the 12 months ending June 30.

Forms of misredemption

Despite the nickel-and-dime connotations coupons carry, misredemption is no penny-ante problem. Even though somewhat less than 5 percent of all coupons are redeemed, estimates are that 10 to 20 percent of that amount are misredemptions, according to Richard H. Aycrigg, director of marketing research for the A. C. Nielson Co., which is the nation's largest manufacturers' agent for coupon redemption and serves as a coupon clearinghouse for retailers.

Such misredemption takes various forms.

- There is the consumer who presents a coupon for an item not bought, knowing that a busy supermarket checkout clerk may not take the time to verify the purchase.
- There is the unscrupulous retailer who "gang cuts" large quantities of coupons and submits them for redemption.
- There is the individual who sets up a

Audit Bureau of Circulations adopts guidelines for controlling distribution of newspaper coupons

The ABC Coupon Distribution Verification Task Force believes that guidelines covering relevant records and security measures are necessary and would be helpful to newspapers requesting a coupon-distribution verification. It is proposed that participating newspapers establish procedures to provide information as follows:

- **For free-standing coupon inserts:** auditable records or statements from persons responsible for handling free-standing coupon inserts at a newspaper to affirm that the number of inserts received agrees with the number shipped; that inserts were placed in a secure area until removed by authorized persons; that inserts were placed in the newspaper for distribution; and that leftover inserts were disposed of properly.
- **For run-of-press coupon sections:** pressroom reports or statements pertaining to the number of sections run for each issue to affirm the number of coupon sections printed; that coupon sections spoiled and leftover were discarded properly; that coupon sections printed prior to the date of insertion were placed in a secure area until removed by authorized persons for insertion in the newspaper; and that printing plates or other material used to print coupons were disposed of properly.
- **For distribution and recovery of copies containing free-standing coupon inserts and ROP coupon sections:** Records regarding the number of copies in excess of regular or normal draw purchased by distributors, dealers and carriers on days when the newspaper contains free-standing and/or ROP coupon sections.

Statements from independent carriers or reports from newspaper personnel regarding tests made to determine that increases in draw of copies of newspapers containing advertiser coupons are for delivery to individual customers or bulk purchasers.

Auditable records or statements to affirm the disposition of returned, leftover and unsold copies, from employees, distributors, carriers, drivers, other persons responsible for recovery and destruction of newspapers containing advertiser coupons, waste paper companies or other firms that purchase excess copies.

presstime

The Journal of the American Newspaper Publishers Association Index I June 1980

index I

subject index covering the first six monthly editions from October 1979 through March 1980

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— Survey reveals 15 journalists killed in international hot spots, Feb., p. 18
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phony store-on-paper as means of gaining access to the coupon pipeline.

• There have even been cases in which personnel of coupon clearinghouses were involved in coupon-misredemption scandals.

• And there was the famous 1977-78 coupon "sting" operation in which postal inspectors placed a coupon for nonexistent "Breen" detergent in newspapers in New York and New Jersey. So far, according to Sterling N. McKusick, who oversees coupon-fraud cases for the U.S. Postal Inspection Service, 159 people have been convicted of mail fraud in connection with that ruse. The case is continuing.

Postal inspectors currently have other coupon probes underway "in most parts of the country," he added. And in Philadelphia, the FBI reportedly is looking into possible coupon fraud.

Despite what McKusick sees as a leveling off in coupon fraud, others believe manufacturers should rethink the coupon as a gimmick for consumers. Giant Food, a Washington, D.C.-based supermarket chain, recently produced a 20-minute film for the grocery industry about coupons.

In it, the company asks whether, because of misredemption and other problems, "it is possible the retailer, the manufacturer and consumer would all be better off without coupons." Giant identified other problems as the cost of coupon advertising to manufacturers, the cost of handling coupons to retailers and the inequitable distribution of savings to consumers.

But Edward Vesely, director of coupon redemption services for Donnelly Marketing, the second largest manufacturers' agent, says there is "no way" couponing will be abandoned. "The manufacturer, in spite of what Giant says, realizes that the coupon is far and away one of the best mediums for getting the consumer to try the product," he says. □

Double-truck coupon ad from a metropolitan daily's food section

Northeast, Midwest hit by classified ad drop

"It all started the second week of October 1979," said Larry Freeman, classified advertising manager for The State Journal-Register in Springfield, Ill. "That's when the money market fell apart. The prime rate started escalating and money was drying up. And when the money dried up, the ads dried up with it."

Freeman reported that classified linage was off 30 percent in April from a year ago at Springfield and at three other Illinois dailies owned by The Copley Press Inc. "It's a depression for us in classified," he said.

The situation there may illustrate what the Newspaper Advertising Bureau sees as a largely regional classified drop-off plaguing newspapers in the Northeast and Midwest.

"Early indications are that we are going to have a downturn of classified during April (following a 12.9 percent March and 14.7 percent first-quarter gain), said Eric Anderson, NAB vice president/classified. NAB's April figures, based on information supplied by Media Records Inc. which surveys 64 index cities, were unavailable at press time.

"In April, we started to feel the effects of interest rates and inflation," Anderson said, "particularly in real estate and automotive." Analyses by the Association of Newspaper Classified Advertising Managers coincide with NAB's findings.

Also, the Conference Board, which surveys employment classifieds in 51 daily newspapers to detect economic trends, reported in May that its Help Wanted Index had dipped in March to its lowest point in two years.

ANCAM President Marvin C. Veal, classified advertising manager of The Dallas Morning News, advised classified departments to "resort to creativeness" to try to recoup linage losses, perhaps by emphasizing merchandise-for-sale and merchandise-wanted categories.

NAB's Anderson said his conversations with classified personnel indicate they are getting involved in new promotions.

They are making, he reported, "a concerted effort to put a little extra pizzaz in the classified pages." □

Newspaper advertising rises 16% in first quarter

Expenditures for advertising in U.S. daily newspapers totaled $3.5 billion in the first quarter this year, 16 percent more than in the same period in 1979, the Newspaper Advertising Bureau reported.

Percentage increases by category were: national, 19.5; retail, 15.7; and classified, 14.7. □

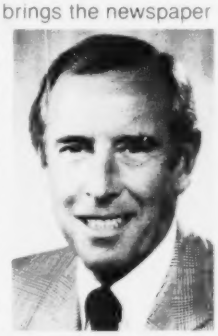
Report aids ad salesman in meeting customers

By Jack Kauffman

The Newspaper Advertising Bureau has developed a sales tool for use by newspaper advertising salesmen in "one on one" meetings with senior retail executives.

"Report To Management" is, in part, a guide on how to identify sales opportunities for specific items in specific departments, and it documents the role of the newspaper in reaching the customers for this merchandise.

But "Report To Management" has another function. It brings the newspaper retail advertising salesman head to head with his best customers to face some issues that must be faced. The data will reaffirm their long-time, special relationship.



Jack Kauffman

The marketing facts in the report stem from analyses of data from basic sources such as the U.S. Bureau of Labor Statistics Consumer Expenditures Survey, syndicated research on product usage related to newspaper readership, and standard reference works on media rates. The report produces guides on:

- How to convert leisure and sports interests into sales
- How to use the priorities of consumer buying to identify promotion opportunities
- How to "zero in" on heavy buyers of the merchandise the store sells
- How to get the most coverage of the buyers in each store's market at the lowest cost.

For example, separate charts of leisure activities for men and women show the percent participating in each and the percent of those participants that is reached by one issue of the daily newspaper. The charts then match these lists of activities against a checklist of major retail departments and identify those in which there may be promotional opportunities.

Thus, 49 percent of all women do some indoor gardening, and each weekday newspaper reaches 72 percent of them. The list of departments in which indoor gardening may offer an opportunity for promotional efforts includes: furniture, accessories, photography, hobbies, books, tools, notions and floor coverings.

There is a similar approach in an "Index of Consumer Interest" showing the levels of purchasing activity for men's, women's and household items by region of the country. Again the figures point up the opportunities. For example, 57 percent of women bought clothing for a man during the year. However, the figure varied by region: from 63 percent in the West to 50 percent in the South.

Of interest, too, are not only the proportions who bought, but the proportions who did not. The extent of non-buying, of course, also points to opportunities for the store and for the newspaper.

The figures open up yet another dimension of top management interest by means of "Consumer Interest Worksheets" which relate the figures on consumer interest and newspaper coverage of purchasers to the retailer's advertising effort (in linage or dollars) as well as the advertising of his leading competitors, item by item, in a comparable period.

The effectiveness of the newspaper is further explored in relation to the quality as well as the quantity of market coverage. An analysis of consumer expenditures shows that 80 percent of the people buy about 95 percent of clothing, textiles and household goods, and the highest 20 percent, "the golden fifth," does 45 percent of the buying.

Thus, the "golden fifth" buys 52 percent of rugs and floor coverings, 47 percent of household textiles and housewares and 45 percent of clothing. It also accounts for 53 percent of pleasure-travel spending.

The "golden fifth" also does more newspaper reading: as a group 17 percent above average. In fact, analysis of newspaper readership by household incomes shows that overall, readership rises as incomes rise. So, for all practical purposes, newspaper readers are the market.

The situation is reversed with respect to TV viewing. Here, the lowest income fifth watches the most television—18 percent above average—and the highest income "golden fifth" does 13 percent less TV viewing than the average.

The report also addresses the question of how people feel about various kinds of advertising. Audits and Surveys asked 1,500 men and women if they look forward to advertising. It found that in every subgroup of the population and in every income group, more people look forward to advertising in newspapers than in any other medium. For example, 36 percent of those in homes with incomes more than $25,000 look forward to newspaper advertising; 22 percent, magazines; 5 percent, TV; and 4 percent, radio.

Finally, "Report To Management" points out that newspapers are a good buy in comparison with other media, and it shows how to use published rates to prove it.

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

28% more preprints distributed in '79

"Inserts continue to be the strongest growth area in newspaper advertising," according to James H. Hollis, vice president in charge of the Newspaper Advertising Bureau's Insert Division.

To buttress that statement, NAB recently released figures showing that advertisers invested nearly $1.8 billion in preprinted newspaper advertising inserts last year—up 28 percent from 1978. The number circulated, 27.1 billion, was quadruple that of 1970.

More than half of all retail inserts were stuffed with daily editions, NAB said. Sunday editions carried 94 percent of the national ad inserts.

Student paper made part of Colorado daily

By Robb Deigh

When the editor of The Mountain Mail in Salida, Colo., asked high school journalism teacher Richard Dixon to provide one of his students as a stringer for high school sports, Dixon made the editor a much better offer—a full "staff" of *all* his students to report *all* of the school's news.

That was back in 1973. Dixon arranged to have news from Salida High School printed once a month, for a small fee, on the last page of the 3,000-circulation daily. That section, The Tenderfoot Times, has since expanded to a supplement of as many as eight pages, and it is now self-supporting with students selling ads to local merchants.

"I think it's better for the kids to get more exposure to adult readers than to just have an in-house newspaper," Dixon says.

The work of the dozen or so students who make up the class in a given year has earned more than its share of professional recognition: the Colorado Press Association General Excellence Award five years in a row; 13 All-American ratings from the National Scholastic Press Association; a Medalist (top) rating from the Columbia Scholastic Press Association for the last seven years; and the Colorado High School Press Association Publications Olympic Sweepstakes for three consecutive years.

The Tenderfoot Times now contains, in addition to school news, a regular photo page and community news with emphasis on teenage involvement.

Students do paste-up work at the school, using a two-slot light table donated by a publisher. Dixon says he hopes the school some day will be able to buy equipment allowing students to set type, too.

Deigh is publications specialist for ANPA Foundation.

It would appear that the practical experience the students have acquired has inspired some of them to pursue journalism careers. A number have gone on to major in journalism in college, and some have taken jobs as reporters or production workers at The Mountain Mail.

Mountain Mail Publisher Merle Baranczyk says students "are fairly professional, and they usually get their stuff in on time. We have a good working relationship and enjoy the satisfaction of working with young journalists."

He recommends this sort of project to other publishers but adds that it requires someone like Dixon, who is also a working journalist, to make it succeed. Baranczyk calls Dixon "a pro and very demanding as to what his students turn out. He has done an excellent job of instilling in them a sense of news." □

Jerri Stanton

Dixon oversees work of Tenderfoot Times editors Karin Cooper, Mike Hoeschen.

Recruiting practitioners for J-schools hampered by faculty salaries, poll shows

In a recent poll of 150 journalism schools, most administrators indicated that undesirable salaries are the biggest stumbling block to recruiting practitioners to their faculties.

Promotion and tenure policies contribute to the problem, according to the survey conducted jointly by ANPA Foundation and the American Association of Schools and Departments of Journalism.

Results are published in a new ANPA Foundation publication, "The Journalism Practitioner in American Universities," a study of present and future roles of media professionals at the academic level.

The booklet was written by Guy H. Stewart, dean of the West Virginia University School of Journalism, and Perry J. Bolton, vice president of the Baltimore Sunpapers.

Single copies are available without charge from ANPA Foundation at The Newspaper Center. □

Kit on 'Elections 1980' available to newspapers

ANPA Foundation is offering newspapers an eight-page, camera-ready tabloid designed to help young people follow state and presidential elections next fall.

"Elections 1980" is a set of activities requiring students to use the newspaper to become more familiar with candidates, issues, parties, polls, the electoral process and the role of the press in disseminating political information.

It can be published run-of-paper for use either in school or at home, or printed separately for classroom distribution.

The materials, created by Lifetime Learning Systems Inc. and endorsed by the National Council for the Social Studies, are available from ANPA Foundation for $20 per set. □

NIE training seminar set

ANPA Foundation will offer its 1980 Instructor Training Seminar July 8-11 in Pottsboro, Texas.

Leaders will be Diane Vezina-McLean, director of educational services for the Canadian Daily Newspaper Publishers Association, and Allan Yamakawa, director of training and staff development at the University of Illinois.

Cost per person will be $280, covering all meals and accommodations. For more information, contact Bonnie Stover of ANPA Foundation at The Newspaper Center. □

Market for portable VDTs expanding

By Joe Golant

Since the first portable, video display terminal was introduced in 1975, at least seven companies have entered the market with variations of the device.

Most have been well-received. Indeed, demand seems to be growing. The annual Electronic Applications Survey conducted by the ANPA Research Institute Production Department shows that between 1978 and 1979, responding newspapers reported a 74-percent increase in the number of portable terminals being used—from 317 to 520[1].

The original specifications set forth by an ANPA-newspaper business-wire service committee in 1973 called for a terminal with a video display tube with which to carry out basic editing functions. Since then, however, Texas Instruments Inc. and Computer Devices Inc. both have produced terminals which use hard-copy printers as the primary display device. The editing functions of these portable terminals are more limited than those of VDTs, and the editing process requires more operator steps, but many newspapers find the printer terminals adequate.

Portable terminals on the market today offer several advancements and optional features including word and character counts, automatic search-and-replace functions, tabs, sort functions, receive capabilities and programmable modes of operation that guide a reporter through the steps for writing and transmitting a story.

The most significant development, however, has been bubble memory. Texas Instruments was the first manufacturer to utilize bubble memory commercially, introducing it in its 765 portable terminal in 1977.

Bubble memory incorporates electronic chips that magnetically capture data directly from the keystrokes. Sudden power failures will not erase information from the chips, as happens with terminals containing conventional or "volatile" display memory. Bubble memory also has no moving parts and is smaller and lighter than a cassette, tape-drive assembly.

[1]A total of 517 ANPA-member newspapers responded for 1978, 575 responded for 1979.

This review of portable terminals does not constitute an endorsement or comparative evaluation of the terminals. Rather, it is intended as basic background information which should be part of any purchase consideration. Most specifications were obtained from manufacturers' literature. The newspaper users listed for each terminal were selected at random. They do not represent all users of all the terminals, and their mention does not constitute an endorsement of the terminal.

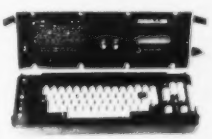
Golant is a former publications specialist at the ANPA/RI.

Terminals available

The portable terminals on the market today—or soon to join that market—are:

Teleram P-1888

Teleram Communications Corp.
2 Corporate Park Drive
White Plains, N.Y. 10604



This is a second-generation portable terminal, replacing the original P-1800 terminal. Like the P-1800, the P-1888 has a 7-inch-diagonal video display tube, but the number of characters the screen can accommodate has been increased from 616 to 884. The display format is 17 lines (16 for text, 1 for status) 52 characters wide.

The P-1888 also has more storage capacity and editing features than the P-1800. The display memory is 5,000 characters, with an additional 5,000 characters in mirror memory. Mass storage is on magnetic tape cassettes with a capacity of 216,000 characters stored in blocks of 5,000 characters to allow transmission of finished copy while new copy is being written.

In addition to standard editing features, the P-1888 offers a character count, word integrity, automatic or manual scrolling, a receive mode, the ability to delete or move large blocks of copy, a search-and-replace function for a string of up to 12 characters and a tab format.

Teleram offers several software options, including a special single or dual character set, a column-inch count and a sort function for alphabetical or numerical rearrangement. Teleram will even customize a keyboard to meet a customer's requirements.

The P-1888 comes with an external 300-baud acoustic coupler. A switchable acoustic coupler offering both 300- and 1,200-baud two-way communications is available for additional cost. An interface for RS232C transmission is optional. An external converter to operate the terminal from DC power sources and a small, hand-held printer are also available.

Communications coding: USASCII (seven-level); TTS, Baudot or user's coding optional

Size: 18" x 13" x 7"

Weight: 21 pounds

Price: $5,395 (without coupler, $5,200)*

Newspaper users:

The Arizona Republic and The Phoenix Gazette
The Hartford (Conn.) Courant
San Francisco Examiner

Teleram Portabubble®/81

This recently introduced terminal utilizes bubble memory and allows a user to extend its functions and applications with programmable, plug-in modules. The Portabubble has a 5-inch-diagonal screen with a display format of 17 lines (16 for text, 1 for status) 34 characters wide. A 51-character line is optional.

Since the bubble memory directly captures keystrokes, the terminal has no volatile display memory. The standard magnetic bubble memory holds 30,000 characters and is expandable to 120,000 characters in increments of 30,000 characters.

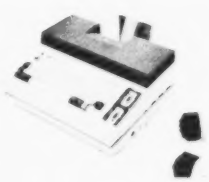
In addition to the editing features of the P-1888, Portabubble allows the creation and storage of header and format codes, as well as automatic storage of both revised text and the original text, with each identified separately. Portabubble also establishes a directory for all data in bubble memory.

Portabubble offers the same software options as the P-1888, plus a teletype emulator and a back tab. The bubble memory terminal has a built-in acoustic coupler (providing either 300- or 1200-baud two-way commmunications) and an auxiliary port (for RS232C or RS449/429 communications). Hand-held, lightweight printers are also available as options.

Communications coding: USASCII (seven-level), TTS, Baudot or user's coding optional.
Size: 16" x 16" x 7"
Weight: 14.5 pounds
Price: $4,995*
Newspaper users:
Not available.

Scrib

Bobst Graphic Inc.
Varisystems Division
4000 Veterans Memorial Highway
Bohemia, N.Y. 11716



Designed and manufactured by the Bobst S.A. of Lausanne, Switzerland, the Scrib was introduced in the United States at the 1979 ANPA Production Management Conference in Las Vegas. It has a 7-inch-diagonal screen that displays up to 18 lines of 64 characters, and an additional status line to indicate the file being modified, the amount of memory available, a character count and messages.

The Scrib's display screen is recessed in the rear of the terminal, facing away from the operator. It is viewed indirectly through a mirror which folds out from the back of the terminal and can be adjusted by the operator.

The Scrib offers standard editing features, including word integrity; automatic and manual scrolling; the ability to replace, delete or move large blocks of copy; a search-and-replace function for a string up to 64 characters; and a redundancy count which automatically searches and counts a particular word. A running character count is displayed on the bottom of the screen, and a word count is shown upon command.

In addition, the Scrib provides a split-screen operating mode which can display a story on the upper half of the screen while the operator writes a new version on the lower half. Copy from the upper part of the screen can be transferred to the lower part.

Because the Scrib can receive as well as send data, the split-screen function can be used to display information from a data bank while a story is being written from that information on the lower part of the screen.

The Scrib has a display memory of 27,000 characters, allocated into 10 files. Cassette tapes of 33,000 characters each are used for mass storage. The terminal operates on AC current or rechargeable batteries (two hours of operation) and comes with an AC battery recharger.

Safeguards exist for both AC and battery operation if power is disrupted. When operating on AC current, the battery automatically takes over in the event of a line fluctuation or power loss. During battery operation, the keyboard locks and all copy is sent automatically to memory if the power level drops below operational level.

The price of the unit includes a 300-baud portable acoustic coupler. The terminals also have an interface port for RS232C communications with a selectable rate of 110 to 2400 baud.

Communication coding: USASCII (seven-level) or TTS (six-level)
Size: 15.5" x 12" x 6.1"
Weight: 19 pounds, 14 ounces with batteries
Price: $5,950*
Newspaper users:
Newark (N.J.) Star-Ledger
The Washington Post
Wichita Falls (Texas) Record-News and Wichita Falls Times

Texas Instruments Model 765

Texas Instruments Inc.
Digital Systems Group
P.O. Box 5474
Dallas, Texas 75222

Although this model has no display screen, it is very popular with newspapers. It offers bubble memory, transmit and receive capabilities, editing capabilities and a hard copy of all stories at a price that is substantially less than portables with video display screens.

The 765 utilizes a non-impact, thermal printer, capable of printing up to 30 characters per second. The printer prints 80 characters per line and six lines per inch. It produces both upper and lower case characters, although the lower case letters are actually small capitals.

The 765's bubble memory has a capacity of 20,000 characters which can be expanded in 20,000-character increments up to 80,000 characters.

The 765 does not have as many editing capabilities as some terminals with video screens, and editing tasks require the operator to perform more steps. It is possible to delete or insert characters, words and lines, but it is not possible to move about paragraphs or blocks of copy. Given a series of commands, the terminal will search automatically for a string of up to 15 characters, but any editing or replacement must be done manually. Word integrity is maintained.

The 765 can be operated in three different modes, each requiring a different level of operating skills. The operator can simply follow pre-programmed commands to write a story, or he can establish separate story files and maintain full editing capabilities.

The 765 has a built-in, 300-baud acoustic coupler and offers an optional interface for RS232C communications. Texas Instruments does not make available an inverter for DC operation or a battery pack, although these items can be purchased from electronic stores.

Communication coding: USASCII (seven-level)
Size: 15.4" x 16" x 5.5"
Weight: 17 pound with carrying case
Price: $2,995*
Newspaper users:
The Bulletin, Philadelphia
The Dallas Morning News
Des Moines (Iowa) Register and Tribune

Miniterm 1205
Computer Devices Inc.
25 North Avenue
Burlington, Mass. 01803

This is another hard-copy portable terminal that has a non-impact, thermal printer. The terminal prints 80 characters per line and six lines per inch, but Computer Devices offers the option of printing 132 characters per line. The maximum printing speed is 50 characters a second.

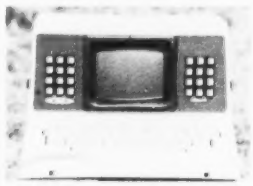
The Miniterm has an edit memory (random access) of 8,000 characters which can be expanded to 32,000. It utilizes cassette tapes for mass storage of 60,000 characters per cassette. The terminal can receive data as well as transmit it.

Like the Texas Instruments 765 terminal, the Miniterm requires more operator commands for editing than some VDTs. However, it has "change string" and "global change string" commands which function as automatic, search-and-replace features. In addition to insert and delete capabilities, word integrity and the ability to create and access story files, the Miniterm offers horizontal and vertical tab sets.

The 1205 has a built-in, 300-baud acoustical coupler, as well as an RS232C interface as standard equipment. An inverter for DC operation or a battery pack are not made available.

Communication coding: USASCII (seven-level)
Size: 15" x 17.5" x 5"
Weight: 20.5 pounds with carrying case and extra paper
Price: $3,385*
Newspaper users:
Not available.

Lobbyist
Peripheral Systems Inc.
P.O. Box 425
Medford, N.J. 08055



The Lobbyist is the lightest of the portable VDTs, principally because it has no tape-drive mechanism to add weight. The screen measures 5 inches diagonally and can display 16 lines of 32 characters each.

The Lobbyist has a display memory of 16,000 characters, expandable to 32,000 characters. The terminal has no mass storage, but its memory remains non-volatile thanks to an internal power source.

In the event of a power loss, a battery maintains the memory for up to two or three months. The battery, which recharges whenever the terminal is plugged in (AC only), is not powerful enough itself to operate the terminal.

The Lobbyist is capable of insertion, deletion, scrolling and automatic word wrap, and it can move words, sentences and paragraphs throughout a story. Any copy deleted is retained in memory until a second delete command is given. A standard word-count function can be converted to an optional character count. The word-count key displays the story number, the number of words in the story and the number of stories in memory.

An automatic search function for up to 34 characters is also standard and can be changed to an automatic search-and-replace as a software option. The Lobbyist incorporates a story separator which permits an operator to transmit or work on one story while several are held in memory.

The Lobbyist is capable of two-way communications. A plug-in, 300-baud acoustic coupler comes with it, a 1200-baud capability and an RS232C interface are available as options.

Later this year, Peripheral Systems will offer an optional, built-in printer for the terminal and also will provide a 32,000-character bubble memory cartridge and a 128,000-character cassette tape drive as options. A battery-operated version of the terminal, weighing less than 16 pounds, also will be offered.

Communication coding: USASCII (seven-level)
Size: 14" x 13 1/2" x 6"
Weight: 13 pounds

Price: $4,500*
Newspaper users:
The Boston Globe
Chicago Sun-Times
The Detroit News

Ambassador I
Telcon Industries Inc.
1401 N.W. 69th St.
Fort Lauderdale, Fla. 33309

This is the first portable terminal to combine in one unit a video display screen with a printer. The screen is 7 inches diagonal and can display 24 lines (two for status) of 80 characters each.

The electrostatic printer consumes less power than a thermal printer. It prints, on command, a 40-character line at two lines per second—upper-case characters only. The printer maintains word integrity.

Editing features include insert, delete, move-text and non-continuous, automatic search-and-replace functions. A word count also is provided. From the keyboard, the operator can select a line width anywhere from 40 to 80 characters for display or transmission and still retain word integrity.

The Ambassador has a 12,000-character display memory and a tape cassette memory which stores characters in blocks of five screensful each. Six blocks can be stored on each side of the tape. An instantaneous cassette memory feature can store an article as it is being written. Keystrokes are captured on the tape in blocks of 128 characters, so that if a power failure occurs, no more than that number of characters will be lost.

The Ambassador can receive as well as transmit data. It has a built-in acoustic coupler as well as an RS232C interface, and keyboard-selectable baud rates from 45.5 to 9600 (1200 baud is the highest practical speed for the acoustic coupler). Telcon soon will be offering an optional inverter for DC current, and the company is considering a battery pack option.

Communication coding: USASCII (seven- or eight-level), five- and six-level codings
Size: 18" x 15" x 8"
Weight: 17 pounds
Price: $5,995*
Newspaper users:
Not available.

Ambassador II

This summer, Telcon will introduce the Ambassador II, which will be essentially the same as the Ambassador I with the addition of bubble memory. The terminal will offer either 32,000- or 65,000-character bubble memory and an 80-column (80 characters per line) printer. The suggested list price will be $7,995*

*Suggested list price for single purchase

'Cutoff' a key factor in choosing new press

When selecting a new press, a great deal of thought should be given to the "cutoff"—the height of a broadsheet page.

In the United States today more than 81 percent of broadsheet newspapers have presses producing a 22 3/4-inch-cutoff, more than 16 percent, a 23 9/16-inch-cutoff, and three major-market newspapers, the so-called short cutoff of 21 1/2 inches.

Once a press is purchased, the cutoff is established, and it is impossible to change by mechanical alterations.

Much work is underway to develop fixed ad sizes to make it easier for national advertisers to make multiple insertions of advertisements in newspapers [presstime, April, page 28]. The fixed broadsheet national advertising sizes will be based on a 22 3/4-inch-cutoff page with a page makeup height of 21 inches. The less-than-full-page ad sizes will be selected so that ads can be "stacked" on top of each other uniformly within a 21-inch-high makeup page (22 3/4-inch-cutoff).

The cutoff selected is a prerogative of each publisher purchasing new presses, but the ANPA Research Institute staff believes there would be long-range advantages to all newspapers if only one cutoff were in use. Because of the large number of U.S. newspapers already using the 22 3/4-inch-cutoff, the staff recommends that publishers consider that size when purchasing new broadsheet presses.

Narrow blanket-slot presses recommended

The actual length of the printed page on a press is a function of the blanket slots, which determine the white margin at the top and bottom of the page. Recently, press manufacturers have designed narrower blanket slots, allowing newspapers to reduce the top and bottom margins and hence increase the length of the printed pages. ANPA/RI engineers recommend the selection of the narrow blanket-slot presses.

Some press manufacturers also have been advocating shorter cutoffs as a means of saving paper. ANPA/RI engineers say this is the case only if the newspaper also is going to print fewer column inches of news and advertising. They note that a shorter cutoff on a narrow blanket slot press will print fewer square inches of information.

Actually, if the newspaper is to print the same number of column lines, the longer cutoff press is more efficient with respect to newsprint efficiency because there are fewer square inches of margin per printed page, ANPA/RI points out. Taken to extreme, a shorter cutoff press could require a newspaper to add units or pages to print the same number of column inches.

Tabloid newspapers' press cutoff is a different story. The height of a tabloid page is determined by roll width. The width of the page is controlled by the cutoff. Most U.S. tabloid newspapers are on 21 1/2-inch-cutoff presses.

ANPAPRESS adaptations

In Gloucester, N.J., single-width press retrofitted with simplifed ink system

By Albert Stuart

Since May 1978, The Gloucester County (N.J.) Times, a Harte-Hanks Communications Inc. newspaper, has been successfully field testing the flexographic-style inking system that was designed by ANPA/RI as an outgrowth of the ANPAPRESS™ project.

The keyless (no column adjustment) inking system was installed on one side of one unit of a single-width Goss Universal letterpress press.

Stuart is production director of The Gloucester County Times

The Times uses the unit with the retrofitted inking system two or three times a week for two-hour runs at speeds of 15,000 to 18,000 papers per hour. Our press has seven units and two decks, but only five units are run at one time because of limited motor capacity. We rotate the unused units on a regular basis so that routine maintenance can be performed on each unit when shut down.

This alternating schedule makes it easy to compare the maintenance requirements of the retrofitted unit with the others. Because the simplified inking system has fewer rollers, maintenance time for it is reduced by about one-third. The system also greatly reduces ink misting, which can foul equipment.

The most significant advantage the Times has realized from the ANPAPRESS-type inking system is a reduction in start-up waste of newsprint. Start-up time is reduced because of the smaller ink train, and a quality image is produced after only one revolution of the inking cylinder.

The other units require time-consuming adjustments of the ink settings both before and during a run. However, once the doctor blade on the retrofit system is installed and properly set, no further adjustments are necessary. The retrofitted unit has run for several months at a time without any adjustments to the inking system.

Boston double-width letterpress press also derives benefits from installation

By William Baumgardner

In early 1979, the ANPA Laboratory Committee met to discuss the possibility of testing a *double-width* retrofit ANPAPRESS™ inking unit at a large metropolitan newspaper. John Sacchia, chairman of the ANPA New Press Design Subcommittee, and national production manager of Hearst Newspapers, indicated that the Boston Herald American, a Hearst newspaper, might agree to be the test site.

Herald American management was eager to cooperate, and I soon began coordinating the project with Erwin Jaffe, director of the ANPA/RI Research Center, and his staff. By May 1979 we had selected a press unit to be converted and had developed an installation schedule.

A Hoe Color Convertible unit was selected because it was easily accessible and could be taken out of production without disrupting normal press runs. In production since 1959, the unit had been converted to Grace Letterflex plates in 1978. Its average operating speed varied from 45,000 to 52,000 impressions per hour.

Baumgardner is business manager of the Boston Herald American

In preparation for the ANPAPRESS retrofit inking unit, the inking system from the first impression side of the press unit was removed. This work was completed in one and a half days.

The entire retrofit unit was built at ANPA/RI from a design by Research Engineer John Newbegin. It was delivered in July, and installation took a day and a half.

The drive gears, oil lines and safety guards were then replaced, and the unit was put through a test run. To the satisfaction of our pressroom staff, a quality image was produced on the second revolution.

The inking system originally included a supply tank from which ink was pumped to the fountain and allowed to overflow from the fountain back to the supply tank. We removed the supply tank and installed a feed line directly to the fountain from the press ink pumps. A new tank with a float valve was arranged to return the fountain overflow to the press ink tank.

By mid-afternoon of the second day of the installation, the retrofit unit was placed into full production.

From the very beginning, this unit has proved to be quite successful. Utilizing the same ink and Grace Letterflex plates that are used on other units of the press, the quality of the image produced is at least equal to that normally being run. Moreover, the removal of most of the inking system from the unit creates less drag on the motors, leading to reduced power consumption.

The success of this first unit led to the construction and installation of a second inking system in November.

This second unit is performing as well as the first, and the Herald American staff is pleased with its operation.

The system is run with standard newspaper ink and standard roller settings. The Herald American uses a polyurethane roller with a hardness of approximately 45 durometer on the Shore A scale. The roller settings are 3/8 inch to the plate and 5/16 inch to the ink drum.

The ANPAPRESS inking drum is of the same diameter as the drum with which the press was equipped—9.03 inches. The drum face was shortened to 62 inches and required new shaft extensions and bearings. Because the retrofit drum

The ink film is not altered during a run; hence, the quality of reproduction remains consistent.

Since switching all units from Letterflex's "C" polymer to its "Y" polymer plate, the retrofitted unit produces a noticeably better image with blacker blacks and improved coverage.

Other advantages we have gained from the ANPA inking system are:

- Virtually no ink misting.
- Lower power requirements because of fewer rollers.
- Less noise because of fewer rollers.

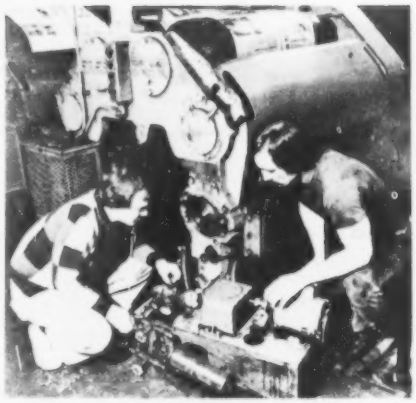
Theoretically, the retrofitted unit should use less ink because rail spillage is eliminated and misting virtually so. However, we have not been able to detect a difference because the amount saved on half of a single unit is insignificant.

Only twice has the Times experienced problems with the new inking system, resulting in excessively dark images. The first instance was caused by lint build-up behind the doctor blade which increased the distance of the blade from the knurled roller. Occasional use of a solvent spray to wash away the oil sludge and lint has solved the problem.

In the second instance, the problem was eliminated by replacing the doctor blade. It may have been damaged previously, possibly during routine maintenance.

The surface of the knurled roller was tested after one and a half years' service at the Times. The roller showed signs of negligible wear, indicating a life expectancy of five years before a need for refurbishing.

Everyone, from management to pressmen, is pleased with the performance of the inking system. We've had over 100 visitors, including press manufacturers and U.S. and international newspaper personnel, to see the new system, and they, too, have been impressed.



Gloucester County Times Pressroom Foreman David Gabel (left) and assistant John Fuller inspect ink pump on converted Goss.

does not oscillate, a 57-inch drum face is adequate for our 58-inch web.

Daily production proved trouble-free, regardless of the width of the newsprint roll. The unit printed excellent blacks, but it was felt that the overall web density was slightly too heavy. Therefore, our staff modified the retrofit system in order to change the ink height within the fountain. By reducing the height approximately 5/8 inch, the image density lightened and kept its consistency across the width of the web.

Hearst Newspapers' John Sacchia (left) and ANPA/RI's Erwin Jaffe examine double-width retrofit at Boston Herald American.

The ink fountain was designed with a "baffling system" to eliminate air bubbles that could prevent the knurled roller from carrying an even film of ink. However, agitation of the ink fountain caused the temperature of the ink to rise at the drum face; this changed the viscosity of the ink, darkening the image slightly. Through modifications made by our staff on the ANPA/RI experimental unit, the temperature range was dropped about 45 degrees.

Purchase of new ink drums is not necessary. Existing cylinders can be converted, and they can be used as initial drums or as backup drums if necessary.

However, after consultation with the ANPA/RI team, the Herald American decided to build and install an experimental fountain suitable for the existing press drums. This also would permit further applications of the ANPAPRESS concept to be tested at Boston.

The fountain segment of this system was built in our machine shop, mostly from readily available shelf items. Since the pattern on the special ANPAPRESS drum was difficult and expensive to process, our staff examined the possibility of trying substitute methods such as etching or sandblasting.

After several attempts, an experimental cylinder that seemed to perform as well as the ANPAPRESS inking cylinder was made. Coverage across the web was good, and although the inking pattern produced was a little darker than expected, additional work produced a more satisfactory ink carrier. This work is still going on.

Even though this experimental roller has performed well, it has not been in use for sufficient time to make a true evaluation of its ability to carry ink properly. Another cylinder is being prepared with slight modifications that may further enhance the image. When these four cylinders are in position—two units supplied by ANPA/RI and two of our own manufacture—additional tests will begin.

Some will focus on the ability of this type of system to print both spot and process color. Early experiments at the Research Center have indicated that spot color presents little or no problem. Process color, however, cannot be tested properly until we have sufficient units to put the successive colors onto a single paper support.

Based on our experience, we are enthusiastic about the ANPAPRESS double-width retrofit inking unit and hope that in the future most of our press units can be equipped with it. □

Investment credit also applies to equipment produced abroad

By Henry D. Ritter

Eligibility for an investment tax credit on equipment and other property produced abroad is a possibility that U.S. newspaper publishers should not overlook.

Enacted in 1962 and amended several times thereafter, the credit is designed to stimulate the U.S. economy by encouraging investments in new and used manufacturing or production equipment.

It permits a direct dollar-for-dollar reduction of tax liability rather than a reduction of income subject to tax.

Currently, the credit is equal to 10 percent of a qualified investment. But the amount of the investment that qualifies for the credit varies depending upon its useful life. This is the formula:

- *One-third* of the total investment in qualified property is eligible for the credit if the useful life is *at least three years but less than five years*.
- *two-thirds*, if the useful life is *at least five years but less than seven years*.
- *100 percent* if the useful life is *seven years or more*.

Foreign-made equipment apparently is attracting growing interest from U.S. publishers. In considering the final cost of that equipment, the availability of the investment tax credit must be taken into account. However, this availability has to be viewed in light of the current legislative authority for the credit, and the potential for change.

The authorizing law specifically *excludes* foreign-produced products from the credit, yet it provides that the restriction is applicable only so long as a presidential proclamation against such credit is in effect.

The only time such a ban on the credit was applied was between Aug. 15 and Dec. 18, 1971. This was while President Nixon imposed a 10-percent surcharge on foreign goods as part of his balance-of-payments program.

Henry D. Ritter

This ban may be reimposed if at any time the President determines that a foreign country maintains trade restrictions or engages in discriminatory acts which unjustifiably restrict or substantially burden U.S. commerce. Therefore, any future foreign equipment purchase carries a degree of uncertainty, at least in technical terms, as to the availability of the investment tax credit, given the long lead times necessary for delivery of press-related equipment.

In realistic terms, however, any change in the rules regarding purchases abroad almost surely will have a grandfather clause protecting contracts already made. Also, a purchase contract could be negotiated to include a cancellation clause or price reduction effective upon the invoking of a presidential ban on the investment credit for foreign-produced property.

There is another important point to remember about the credit. During investment tax credit studies performed for Ernst & Whinney clients, we have discovered that significant, equipment-related expenditures which are also eligible for the credit have been overlooked. Our experience indicates that 10 to 50 percent of *total* construction costs of a manufacturing plant may be eligible for the credit.

William Ewen, chairman of the U.S. Taxation Committee for the Institute of Newspaper Controllers and Finance Officers, has noted that newspapers could be overlooking substantial tax benefits by not adding the expenses of certain support equipment to the cost of an investment property.

These eligible items fall into two primary groupings:

- Equipment directly related to the operation of the basic machinery purchased. For example, heating and air conditioning units are not considered qualified property, but if temperature or humidity control devices are installed specifically for the operation of qualifying equipment, they should be included as part of the total qualifying investment.
- Structural components which are necessitated by the installation of the basic machinery purchased. For example, heavy duty footing, isolated power lines and special flooring should be included as part of the total qualifying investment.

This is not to say that a particular item claimed as eligible for the investment tax credit will not be challenged by the Internal Revenue Service. Especially in this tax area, correct and specific terms, and asset classifications from pre-construction planning onward, help to ensure that benefits are not lost through misidentification in your accounting records.

A careful review of all construction projects by an experienced team of accountants and engineers will provide a breakdown of the project into specific components with their associated costs and depreciable lives. With such a specific breakdown, more components usually can be identified as property qualifying for the 10 percent credit.

In addition, the depreciable lives of the specific components usually are shorter than the life of the project as a whole, and that can increase near-term depreciation charges, thus further reducing the amount of income subject to tax.

Ritter is a tax supervisor with the accounting firm of Ernst & Whinney in Washington, D.C.

Newspapers plan 32% capital spending hike

Newspapers in the United States and Canada expect to spend $659.9 million for plant expansion, modernization and new equipment this year, according to a recent survey conducted by the ANPA Research Institute. That would be 32-percent more than the $499.2 million in capital outlays reported for 1979. (See accompanying charts.)

In the United States, ANPA-member newspapers estimate total capital spending at $595.9 million for 1980, $368 million of which is to go for new equipment.

Pressrooms will receive the largest share of those equipment purchases, $128.2 million worth. Computer department equipment ranks second with planned expenditures of $67.5 million.

The 400 U.S. newspaper plants responding to the survey account for approximately 41 percent of the nation's total daily circulation.

Canadian newspapers estimate capital expenditures of $63.9 million this year, with some $38.2 million budgeted for new equipment.

In Canada, too, the largest share of departmental spending will be in pressrooms—$38.2 million—followed by newsrooms, $22.9 million. The 21 newspapers participating in the annual ANPA/RI survey represent 33 percent of total Canadian daily circulation.

Chart 1—1980 Estimates[1]

Newspaper Plants Participating	U.S. 400	Canada 21	Totals 421
Plant expansion and modernization			
New building	$154,543,766	$ 21,500,000	$176,043,766
Addition to existing building	41,911,725	3,280,000	45,191,725
Modernization of existing buildings	31,517,108	890,000	32,407,108
Subtotal	227,972,599	25,670,000	253,642,599
New Equipment[2]			
Pressroom	128,198,556	22,996,579	151,195,135
Newsroom	22,940,415	2,362,000	25,302,415
Composing Room	23,147,641	2,909,000	26,056,641
Computer Department	67,450,786	1,493,500	68,944,286
Mailroom	52,863,638	3,277,000	56,140,638
Camera/Platemaking	15,757,900	828,700	16,586,600
Classified Department	9,348,892	1,959,000	11,307,892
Business/Accounting	6,564,816	566,000	7,130,816
Circulation	13,680,389	103,000	13,783,389
Display Advertising Department	2,479,475	9,000	2,488,475
Other	25,485,742	1,693,500	27,179,242
Subtotal	368,019,660	38,197,279	406,216,939
Estimated Total Outlays	$595,992,259	$ 63,867,279	$659,859,538

[1] Figures represent only those plants reporting either their actual 1979 expenditures or 1980 estimated expenditures. The responses received represent approximately 38 percent of all ANPA-member newspaper plants.

Chart 2—1979 Expenditures[1]

Newspaper Plants Participating	U.S. 406	Canada 19	Totals 425
Plant expansion and modernization			
New building	$ 64,823,211	$ 35,670,600	$100,493,811
Addition to existing building	24,437,454	786,089	25,223,543
Modernization of existing buildings	37,024,167	1,064,317	38,088,484
Subtotal	126,284,832	37,521,006	163,805,838
New Equipment[2]			
Pressroom	146,704,692	819,370	147,524,062
Newsroom	17,665,571	2,009,873	19,675,444
Composing Room	28,059,910	1,235,427	29,295,337
Computer Department	37,370,771	1,165,235	38,536,006
Mailroom	39,759,974	1,658,915	41,418,889
Camera/Platemaking	12,174,763	826,853	13,001,616
Classified Department	7,794,578	1,668,200	9,462,778
Business/Accounting	4,983,627	87,598	5,071,225
Circulation	11,048,126	438,028	11,486,154
Display Advertising Department	308,326	44,659	1,047,985
Other	17,290,654	1,555,066	18,841,720
Subtotal	323,446,992	11,509,224	335,356,216
Total Outlays	$449,731,824	$ 49,030,230	$499,162,054

[1] Not all respondents allocated new equipment outlays to specific categories.

Most papers in survey favor direct-screen color separations

A recent survey by the ANPA Research Institute indicates that the direct-screen color separation process is the most popular technique for newspapers printing process color, and that newspapers are generally satisfied with the equipment available today.

The survey showed that between 91 and 93 percent of the 315 responding ANPA-member newspapers—including stereo letterpress, direct and DiLitho letterpress, and offset—printed process color at least once last year.

Fifty-seven percent ran more process color in 1979 than in 1978; 14 percent used less color, and 29 percent indicated no change.

However, only 34 percent reported making their own color separations. Of those which do, most said they have been using the same equipment for several years and do not plan to change.

Equipment usage was reported as follows:

Manufacturer	Newspapers Using
Berkey	38%
Warner	18%
Carlson	11%
Vandercook Cosmocolor	8%
Durst	6%
Electronic scanners (Hell, Magnascan)	3%
All others (includes ACTI, Agfa Gevaert, Berthold, Bessler, Chemco, Newscolour, Omega, Reintree and Salzman)	16%

Warner and Newscolour utilize a newspaper's existing process camera to produce direct-screen color separations, thus eliminating the need for another enlarger and control console.

While electronic color scanners offer a faster process with better quality control over contrast and color correction, newspapers generally cannot justify their high cost for the volume of color run. Yet one high-volume color user surveyed is considering a duplicate system backup.

EEOC hears 'comparable worth' issue

By Clark Newsom
presstime labor writer

The Equal Employment Opportunity Commission has completed its first hearings on the controversial subject of "equal pay for work of comparable worth," described by proponents as the major civil rights battleground of the '80s.

In her opening statement, EEOC Chair Eleanor Holmes Norton said that the question of whether wages in jobs traditionally confined to one group—such as "women's jobs"—have been discriminatorily depressed is "the largest and most difficult issue left unresolved" under Title VII of the Civil Rights Act of 1964.

The hearings were the first ever conducted by a government agency on the link between "occupational segregation" and wage discrimination, Norton noted.

The EEOC is responsible for enforcing Title VII, which prohibits employment discrimination based on race, sex, color, religion or national origin. Since July 1979, the agency also has been responsible for enforcing the Equal Pay Act of 1963, which prohibits unequal pay when men and women are doing similar work.

One week before the April 28-30 hearings, the 10th U.S. Circuit Court of Appeals brushed aside a lawsuit by a group of nurses based on the comparable-worth theory. The nurses, employed by the city of Denver, could not persuade the appeals court that they were entitled to relief under Title VII because they were not paid as well as other city workers performing work of comparable value to the city.

The court said that under existing authority, courts cannot require an employer to reassess the value of services in each position in relation to all others and strike a new balance and relationship among them. The relief sought by the nurses was "far beyond that contemplated by Congress or the Constitution," the court said. "This would be a whole new world for the courts, and until some better signal from Congress is received, we cannot venture into it."

The American Society for Personnel Administration, representing nearly 30,000 personnel professionals in business, government and education, testified at the EEOC hearings that the issue must be resolved through the legislative process. "We view with alarm the apparent intention of the EEOC to move toward guidelines in the area of job evaluation," an ASPA spokesman said.

Norton denied that the commission is attempting to carve out a role in setting wages.

Labor, government support

Winn Newman, general counsel for the International Union of Electrical Workers

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and the Coalition of Labor Union Women, said that discrimination in initial assignments or placement of new hires is the "linchpin" of comparable-worth discrimination. Correcting inequities will cost employers money, he said, adding that employers always overstate their estimates.

The secretary-treasurer of the United Electrical, Radio and Machine Workers union, Boris H. Block, urged the EEOC to "step in and compel the companies to stop their wage-discrimination practices."

An economist from the University of Maryland, Barbara R. Bergman, suggested a criterion for entry-level jobs. "If no skills are required for any of the positions, then they should all be compensated at the same rate," she said, "regardless of whether they are positions traditionally filled by white males or by women and minorities. . . . Thus a file clerk, an unskilled assembly line worker and a plumber's helper would be paid the same (assuming no prior experience is required). For jobs requiring acquired skills —typist, machinist, plumber—an evaluation would be made of the time required to acquire such proficiencies and the wages would reflect only training period differentials."

Assistant Secretary of Labor Donald Elisburg and Alexis Herman, director of the department's Women's Bureau, voiced strong support for the comparable-worth theory, holding that whole classes of jobs have been traditionally undervalued because they are held by women. This inequity, in the form of lower wages, amounts to sex discrimination under Title VII, they said.

Also testifying were representatives from women's rights organizations, including the National Association of Office Workers, the National Commission on Working Women, the Women's Legal Defense Fund and the National Organization for Women. The witness from the NAOW said employers are perpetuating "the female job ghetto."

A witness from the National Urban League, when asked by EEOC Vice Chairman Daniel E. Leach if unions would help, said, "Yes, if they are not dominated by men."

Business opposition

William H. Knapp, labor relations attorney for the U.S. Chamber of Commerce, questioned the validity of statistics used to portray "earnings gaps" between men and women because they do not take into account an individual's work experience.

Virgil B. Day, on behalf of The Business Roundtable, said he had heard "distressing" reports that EEOC representatives already have approved the comparable-worth theory. He maintained that the issue is beyond the scope of Title VII and that it represents "a cure for which there is no disease."

William E. Blasier, associate general counsel of the National Association of Manufacturers, opposed any attempt to expand Title VII "beyond its intended limits." He said wage gaps may be attributable to other factors than discrimination—such as personal preferences.

Richard V. Whalen, representing the National Public Employer Labor Relations Association, said that application of the comparable-worth theory to public employers is "legally, economically and practically unsound" and would cost taxpayers "billions of dollars annually."

No further hearings have been scheduled [presstime, April, page 39].

William A. Lubbers was sworn in May 20 for a four-year term as general counsel of the National Labor Relations Board. He had been serving under a "recess appointment" since the beginning of the year [presstime, February, page 37]. In late April, he had been confirmed by the Senate 57-39 following five days of debate and two cloture votes.

Canadian strike settled

Members of the Southern Ontario Newspaper Guild ratified a new two-year labor agreement May 1 at the Oshawa (Ontario) Times, ending a strike that began March 26 [presstime, May, page 47]. The Times resumed publication on May 3.

EEOC sues Raleigh newspapers over pay for female district managers and others

The EEOC has filed a suit under the Equal Pay Act charging that the Raleigh (N.C.) News & Observer and Times unlawfully pays less to female circulation district managers performing jobs which the agency contends are equal to those of their male counterparts.

The EEOC also alleges that several female copy editors and photographers are being paid in a discriminatory manner.

The suit seeks equal pay, back pay and liquidated damages. It is based on an investigation conducted by the U.S. Labor Department's Wage-Hour Division before the EEOC took over enforcement of the Equal Pay Act last year. Previous investigations had not revealed any problems.

The company's position is that the morning district managers, most of whom are men, justifiably are paid more because they are responsible for a seven-day operation compared with six days for evening district managers, most of whom are women. Morning managers also handle more circulation and money, the company notes.

As for the female copy editors and photographers, the newspapers dispute the EEOC's contention that they did not give sufficient weight to prior experience in setting starting pay.

The suit, filed in U.S. District Court, is now in the discovery stage, and depositions are being taken.

Discharge of two supervisors lawful, NLRB judge rules

The Dallas Times Herald lawfully discharged two pressroom supervisors who had solicited cards for membership in the International Printing and Graphic Communications Union, a National Labor Relations Board administrative law judge has ruled.

At issue was whether the two men were supervisors within the meaning of the Taft-Hartley Act, which generally does not protect employees it defines as "supervisors."

Administrative Law Judge Robert A. Gritta, recommending that the board dismiss the complaint in its entirety, found that the men had sufficient responsibilities to be considered supervisors under the act. He also said an employer may, "with impunity," discharge any supervisor for engaging in what is protected activity for rank-and-file employees.

The NLRB, Gritta noted, recently acknowledged that supervisors who engage in union activity "do so at their peril."

The Times Herald denied committing any unfair labor practice, noting that other employers have lawfully discharged supervisors for "disloyalty."

Each of the journeyman pressmen had been designated a "man-in-charge" or "MC"—sometimes called the "crew chief." As permanent MCs, Gritta found, they had served as foreman substitutes and received extra compensation. They were responsible for the press, the crew and the operation during the shift. Both had attended management seminars.

Gritta said the issue of whether an employee is actually a supervisor occurs frequently and, "in spite of the wealth of cases," resolution of the matter is not an "easy" decision. Job titles are not determinative, he noted.

Section 2(11) of the Taft-Hartley Act says, "The term 'supervisor' means any individual having authority, in the interest of the employer, to hire, transfer, suspend, lay off, recall, promote, discharge, assign, reward, or discipline other employees, or responsibly to direct them, or to adjust their grievances, or effectively to recommend such action, if in connection with the foregoing the exercise of such authority is not of a merely routine or clerical nature, but requires the use of independent judgment."

Absence of authority to hire or fire is not dispositive of the supervisory issue, Gritta noted, citing a 1963 case involving the Florence (S.C.) Morning News [ANPA Labor and Personnel Relations Bulletin 5932, page 401].

"The Board made it clear (in another case) that it is the *possession* of the supervisory authority and not its *exercise* that is determinative," Gritta said.

Gritta applied a "basic test" of whether rank-and-file employees recognized the two men as supervisors. In concluding that they did, he noted that management "held out the MC as a supervisor to the employees." Employees had been told in several meetings "to do what the MC directs or instructs."

Also dismissed was an allegation that the men had been discharged for filing charges with the NLRB, which would have been a violation of Section 8(a)(4). The company proved that the discharge decision had been made three days before it learned the men had filed charges with the NLRB.

(Times Herald Printing Co. and Individuals, JD-220-80)

Unions win Nashville decisions

In separate NLRB cases involving printers and mailers, two administrative law judges recently found violations of the Taft-Hartley Act by the Newspaper Printing Corp. in Nashville, Tenn.

The company performs non-editorial functions for the Nashville Banner and The Tennessean.

In the case involving the *printers*, Judge Peter E. Donnelly found that the company had unlawfully bargained to an impasse over its proposal to change language defining the bargaining unit's work jurisdiction.

Such change is a permissive but non-mandatory subject of bargaining, and it cannot be the subject of an impasse, Donnelly held.

Typographical Union No. 20 had agreed to a 1978-81 contract defining its jurisdiction as "all work performed in the composing room." The prior contract had used the phrase "all composing room work," and Donnelly said this change was "substantial and meaningful."

The company had made unilateral changes in work rules and practices after the parties arrived at what the company considered a deadlock in bargaining. Donnelly recommended that the board

NLRB elections

Howell (Mich.) Livingston County Press, ITU: Advertising salespersons voted 4-1 in favor of representation by Detroit Typographical Union No. 18.

(NLRB Case No. 7-RC-15828)

Provo (Utah) Herald, ITU: Employees in three separate units voted against representation by Salt Lake City Typographical Union No. 115. Pressroom and composing personnel voted 14-8 against the union, circulation employees 23-3 and "all other"—including advertising, business and editorial—32-11.

(NLRB Case Nos. 27-RC-5912, 5913)

Terre Haute (Ind.) Star and Tribune, Guild: Advertising department employees voted 32-11 in favor of representation by the Terre Haute Newspaper Guild. The union already was bargaining agent for editorial, business office and circulation employees.

(NLRB Case No. 25-RC-7431)

Traverse City (Mich.) Record-Eagle, Teamsters: Delivery drivers voted 21-11 against representation by Local 406 of the Teamsters union.

(NLRB Case No. 7-RC-15816)

order the company to bargain over the unilateral changes, but only to the extent that such changes are not incorporated into the contract.

Donnelly also found the company had violated the act by assigning a small portion of advertising typesetting work to non-unit employees in the company's job shop. But he dismissed an allegation that the company had violated the law by giving an employee—who happened to be the union's president—a written reprimand for taking a day off without permission of the foreman.

In the case involving the *mailers*, Judge Walter H. Maloney Jr. found that the company had made changes in work rules without bargaining in good faith.

"NPC is no stranger to the Board and its processes," Maloney said, citing a 1975 decision [ANPA Labor and Personnel Relations Bulletin 6428, page 112] and another one earlier this year in which an administrative law judge ruled that the company had violated Taft-Hartley by unilaterally changing the mailers' work schedule [presstime, April, page 38].

Maloney held that the company had violated the act by:

- Refusing to arbitrate a dispute over whether an employee had voluntarily quit his job.
- Telling three employees that they would probably be fired if they refused to accept an offer made by the company during the preliminary stages of the grievance procedure.
- Refusing to arbitrate merits of a grievance without a prior award holding that the dispute was arbitrable.

The judge also found that the company unlawfully had discharged one employee and suspended three others—including two chapel chairmen—because of their union activities.

Maloney recommended that the board issue a so-called "broad" order designed "to suppress any and all" violations of the act. The recommended order includes offers of reinstatement to four employees with reimbursement for lost pay, rescission of the new work rules and arbitration of pending grievances.

(Newspaper Printing Corp. and Nashville Typographical Union No. 20, JD-237-80; Newspaper Printing Corp. and Nashville Mailers' Union No. 31, JD-203-80)

Independent contractor status of deliverers decided two ways

The independent contractor status of newspaper distribution workers was the issue in two recent NLRB representation proceedings involving the Teamsters union. The union's petition was dismissed in one case, and an election was directed in the other.

The acting NLRB regional director in Fort Worth, Texas, dismissed a petition filed by Teamsters Local 745 to represent a circulation department unit at the Dallas Times Herald.

The regional director in Detroit ordered an election to determine if drivers delivering the Traverse City (Mich.) Record-Eagle desired representation by Teamsters Local 406. (The drivers voted 22-11 against the union in a May 2 election.)

In the *Texas* case, Local 745 had sought to represent a unit of single-copy news vendors, home-delivery dealers and "driveway" (dock-warehouse) workers.

NLRB Acting Regional Director Wilton Waldrop found that the single-copy and home-delivery dealers were independent contractors. The driveway workers were found to be employees, but because the union had indicated that it was not interested in representing only one of the three categories of workers, and because independent contractors were inappropriate for the bargaining unit, the union's petition was dismissed.

In the *Michigan* case, Regional Director Bernard Gottfried found that the drivers handling the Traverse City newspaper were employees. Although there were "a number of possible indices" of independent contractor status [presstime, March, page 10] in the case, Gottfried said, "these factors are not unique to independent contractor relationships, and their presence does not preclude a determination of employee status."

Gottfried concluded that "the indices of employee status among the contractors outweigh those of independent contractor status."

(Dallas Times Herald and General Drivers, Warehousemen and Helpers Local Union 745, Case No. 16-RC-8051; Herald and Record Co. and General Teamsters Local 406, Case No. 7-RC-15816)

Labor board affirms decision upholding California daily in dispute with printers

Adopting an administrative law judge's recommendation [presstime, December, page 40], a three-member NLRB panel dismissed unfair labor practice charges against the Vallejo (Calif.) Times-Herald.

Bay Area Typographical Union No. 21, which made the charges, was one of five unions that struck the newspaper in 1978.

The Times-Herald hired permanent replacements for the strikers and has continued publication and distribution throughout the ongoing strike.

The board panel held that the strike was neither caused nor prolonged by unfair labor practices on the part of the publisher.

The complaint had alleged that the newspaper unlawfully bargained to an impasse over a non-mandatory bargaining subject—modification of the unit-jurisdiction clause in the prior contract.

NLRB Chairman John H. Fanning and member John C. Truesdale agreed with Judge Roger B. Holmes that there had not been a violation of the Taft-Hartley Act because the company had not bargained to an impasse. They sided with Holmes' finding that the newspaper had changed its position several days prior to the strike and offered to agree on language in the old contract.

Board member Howard Jenkins Jr., in a separate, concurring opinion, said that the dispute was over work preservation—a mandatory subject for bargaining—and that he would dismiss the allegation on the ground that the company had bargained over it. Jenkins said he would not reach the question of whether the company had bargained to an impasse.

(Times-Herald Inc., 249 NLRB No. 4)

NLRB overturns judge's ruling against SF union

A three-member NLRB panel has reversed an administrative law judge's finding that the union representing pressmen at the San Francisco Newspaper Agency violated the Taft-Hartley Act when it decided not to arbitrate a grievance over the discharge of two pressmen [presstime, February, page 36].

The judge had concluded that the decision by San Francisco Web Pressmen and Platemakers' Union No. 4 was made for "arbitrary, irrelevant, invidious or unfair reasons" in violation of Section 8(b)(1)(A) of the act.

But the board panel disagreed, saying, "Negligent actions or inactions by a union do not alone constitute a breach of the union's duty of fair representation."

The panel concluded that the union did not act through hostile motivation or harbor animosity against the two men. Board members noted that the union had conducted an investigation and determined that the pressmen had engaged in misconduct by threatening "acts of physical violence" against another pressman.

(Printing and Graphic Communications Union, 249 NLRB No. 23)

ITU advises membership that Guild merger to be major convention topic

The International Typographical Union has followed The Newspaper Guild [presstime, May, page 45] in advising its members that no merger proposal will be acted on at its next convention.

However, the proposed merger "will be a major topic of discussion" at the ITU's Aug. 25-29 convention, the union's Executive Council said.

In a related development, ITU President Joe Bingel and Guild President Charles A. Perlik Jr. discussed the possible merger in a May 1 meeting in Washington with Secretary of Labor Ray Marshall and AFL-CIO Secretary-Treasurer Thomas R. Donahue.

An 11-person industrial relations study group from the Japan Newspaper Publishers & Editors Association visited The Newspaper Center in Reston May 12 to confer with key ANPA staff personnel. The head of the group, Akira Arai (standing, right), executive director of Nihon Keizai Shimbun (Japan Economic Journal), exchanged greetings with ANPA General Manager Jerry W. Friedheim (third from left). At left are ANPA Manager/Personnel Relations Patricia P. Renfroe and Vice President/Labor and Personnel Relations Roy W. Anderson.

Printers denied 'layoff' pay while plant closed by strike

An arbitrator has upheld the St. Louis Post-Dispatch in a multi-million-dollar pay dispute with International Typographical Union No. 8.

The dispute stemmed from a strike by Post-Dispatch pressmen Nov. 20, 1978, which in turn sparked strikes by paper handlers and dock workers. The walkouts lasted until Jan. 12, 1979.

Members of the ITU ratified a new contract Dec. 10, 1978, while the newspaper was shut down. When the printers reported for work on Dec. 13, each was given written notice that there was no work to be performed because of the labor disputes with the other unions.

In the arbitration proceeding before Albert A. Epstein, a Chicago attorney, the union relied on a section in the labor agreement which stated that permanent workers ("situation holders") "laid off to reduce the force for any reason shall receive layoff pay of one week's pay for each year of continuous priority."

The ITU asserted that its members were entitled to layoff pay totaling about $2.3 million.

The company contended that the printers were on "furlough" between Dec. 13 and Jan. 12, but the union argued that the agreement did not contain any provisions for furlough status.

The company also cited a number of prior arbitration awards where it was found that a shutdown caused by a strike by one newspaper union did not entitle non-striking employees to layoff benefits.

Epstein, while agreeing with the union that the large amount of money at stake should not be a determining factor in the case, ruled that the company had not violated the labor agreement by denying layoff pay to the printers.

He also agreed with the company's position that a "layoff to reduce the force" contemplates a change in status of a permanent nature from situation holder to substitute, and that the temporary non-use of employee service, without a change in status, does not constitute a layoff.

"I am impressed by the arbitral authority cited by the company in support of its contention that there is a distinction between a 'shutdown' of plant operations and a 'layoff.' It is generally held that given the situation of a total plant shutdown, normal layoff provisions do not apply," Epstein said.

Arbitrator directs NY Times to upgrade ad clerk position

In a wage dispute involving work on video display terminals, an arbitrator directed The New York Times to upgrade classified advertising department adjustment clerks one pay slot. The decision was based on increased job responsibilities rather than on any skill or learning factors associated with the use of VDTs.

Adjustment clerks take telephone calls from advertisers who want to make changes in previously placed ads.

The award by Arbitrator Daniel House was retroactive to Aug. 18, 1975, when the clerks started using VDTs. Fifteen employees were affected by the award.

Newspaper Guild Local 3 had requested that the clerks be upgraded from wage group 4 to group 8, but House found that to be "unjustified" and fixed the job at a group 5 level.

Before the clerks began using VDTs, ads were reviewed or "censored" by copypassers for conformity with the newspaper's standards.

With the change to VDTs, the adjustment clerks became responsible for ad content and some copy-fitting adjustments. The Times contended that the change made the job easier, without calling for a significant amount of increased skill.

The arbitrator found that the change "did not increase the complexity of the (clerks') duty" but did add "significantly . . . to the responsibility of the job."

Noting that the clerks already were rated higher than typists in group 2, House rejected the union's contention that learning to operate a VDT added "substantially" to the skills already required for the job.

The arbitrator also pointed out that the VDT-capability requirement had been added previously to a number of other classifications, both lower and higher, without "upward reslotting."

"As argued by the Times, it thus appears that the parties in the past have at least tacitly agreed not to upgrade *merely* on account of the addition of this skill to a job," House found.

Court dismisses pressmen's suit

A federal appeals court has dismissed a lawsuit against The Washington Star and a newspaper union by five pressmen who claimed their seniority was damaged by the merging of pressmen and stereotyper seniority lists.

The Star's proposal to merge the lists had been accepted by Local 6 of the International Printing and Graphic Communications Union. It was incorporated into a so-called "survival agreement" designed to ensure publication of the newspaper during a difficult financial period. Seven stereotypers were "dovetailed" into the seniority list of about 75 pressmen.

After an unsuccessful appeal to the international union, the five pressmen sued the company, the local and the international. They alleged that the Star colluded with the union to violate their seniority rights. The workers also said the union breached its duty of fair representation.

First a federal district court and, more recently, the U.S. Court of Appeals, District of Columbia Circuit, threw out the suit, saying there was no legal basis for the pressmen's claim.

(Baker et al. v. Newspaper and Graphic Communications Union et al., USCA6 No. 78-2332)

NIOSH finds VDT radiation not hazardous

Video display terminals in use at the San Francisco Newspaper Agency and at The Tribune in Oakland, Calif., do not emit radiation levels which present a hazard to employees, according to a preliminary report by the National Institute for Occupational Safety and Health.

Although a final, written report of NIOSH's Bay Area study was not available in May as expected [presstime, May, page 47], a partial, draft report was discussed by NIOSH scientists in a three-hour May 7 briefing for management and labor.

The scientists said they based their conclusions on measurement data, current safety standards and the "present knowledge of biological effects" of radiation.

Discussing the industrial-hygiene section of the study, the NIOSH inspection team said it found no indications of any significant chemical exposure to VDT operators.

The written report, which will include a section on ergonomics (workers' interaction with their workplace), is not expected for several more months.

Congress continues work on pension plan changes

Congress has voted to delay until July 1 the date on which the Pension Benefit Guaranty Corp. must pay benefits of multi-employer pension plans that have been terminated.

The extension will be used to permit congressional committees to complete work on HR 3904 and S 1076, bills to revamp procedures for handling financially troubled plans in such areas as employer liability and employee-benefit reductions [presstime, May, page 22].

Additional arbitration awards

Baltimore Sun, ITU: Milton Rubin upheld three-day disciplinary suspensions of two printers for "patterns of absentee abuse."

Pontiac (Mich.) Oakland Press, Teamsters: Alan Walt sustained the discharge of a circulation district manager who repeatedly left his district during working hours.

San Jose (Calif.) Mercury and News, Teamsters: William Eaton ruled that the company did not violate the labor agreement by changing the schedule of a vending rack repairman.

(Full texts available from the ANPA Labor and Personnel Relations Department.)

Struck newspaper continues publication without production, editorial employees

The Daily Transcript of Dedham, Mass., is continuing publication and distribution despite a strike by composing room employees and the refusal of pressmen, mailers and newsroom employees to cross the picket line.

The printers are represented by Boston Typographical Union No. 13, which also represents separate units of mailroom and newsroom employees. The pressmen are represented by the International Printing and Graphic Communications Union.

The strike began April 29 in a dispute over testing teletypesetter operators for competency.

Before the strike, five printers had been discharged for refusing to take a typing test. The union was unable to furnish replacements, and the printers walked out when the company indicated that it would obtain compositors from other sources.

Supervisory personnel and employees from other properties owned by the parent Post Corp. Newspapers of Appleton, Wis., are continuing publication.

Delivery workers are not represented by a union.

The News-Tribune, another Post Corp.-owned newspaper in nearby Waltham, Mass., is printed in Dedham. Editorial employees in Waltham, represented by The Newspaper Guild, continue to work.

Recent contract settlements

Akron (Ohio) Beacon Journal, Teamsters: Agreement reached on two contracts covering separate classifications of district managers and drivers.

Akron Beacon Journal, Guild: Two-year contract covering editorial unit.

Appleton (Wis.) Post-Crescent, Independent Union: Three-year contract covering editorial and commercial unit.

Battle Creek (Mich.) Enquirer and News, Guild: One-year editorial contract, expires Oct. 19, 1980.

Dayton (Ohio) Journal Herald and News, Teamsters: Three-year contract covering district representatives and trainees, expires Dec. 25, 1982.

Leavenworth (Kan.) Times, ITU: One-year editorial contract, expires Dec. 31, 1980.

Pontiac (Mich.) Oakland Press, ITU: Three-year composing room contract, effective April 1, 1980.

Superior (Wis.) Telegram, ITU: Editorial contract, retroactive to Jan. 1, 1979.

(Details in ANPA Labor & Personnel Relations Letter No. 2, May.)

Dealers group sues Portland papers over alleged threats

The Oregonian and Oregon Journal in Portland are being sued by a group of independent newspaper dealers who allege they were threatened with cancellation of their contracts if they distributed competing advertising circulars.

The $157 million class-action antitrust suit was filed in U.S. District Court. Depositions are now being taken.

The 42 dealers in Oregon and Washington said they had agreed with a Seattle printer to distribute advertising sections that previously had been inserted into the two Portland newspapers. Subsequently, the Oregonian Publishing Co., publisher of the two dailies, made the contract threats, the dealers charge.

Circulation Director Patrick L. Marlton said the company "disagrees with the case" and will "vigorously" defend any court action.

Chicago daily denied award of legal fees

A federal appeals court has reversed a lower court's decision to award the Chicago Sun-Times $2,500 to cover the legal costs of defending against a union's motion for an injunction.

The 7th U.S. Circuit Court of Appeals noted that in an earlier case, it had established that the recovery of attorney fees is limited by the amount of the security bond posted by the party seeking the injunction. And in the case involving Chicago Typographical Union No. 16 and the Sun-Times, an "emergency judge" had set the bond at "zero."

Several days after the "emergency judge" had done so in granting the union's request for a "status quo injunction"—pending several arbitral decisions—U.S. District Court Judge Frank J. McGarr returned to the bench and dissolved the temporary restraining order. Moreover, declaring that the union was "seeking relief to which it is not entitled," he ordered it to reimburse the newspaper for defense costs incurred [ANPA Labor and Personnel Relations Bulletin 6527, page 70].

The appeals court threw out the $2,500 award even though it held that the restraining order had been improperly issued.

(Chicago Typographical Union No. 16 v. Chicago Newspaper Publishers Association and Field Enterprises Inc., Newspaper Division, USCA6 No. 79-1336)

NY deliverers' union head convicted on 124 counts of labor racketeering

The head of the newspaper deliverers union in the New York metropolitan area was convicted May 15 of labor racketeering.

Douglas LaChance, president of the Newspaper and Mail Deliverers' Union of New York and Vicinity, an independent union, was found guilty in U.S. District Court of all 124 counts considered by the jury, including extortion, payoffs and tax evasion.

The charges involved illegal payments of more than $300,000 by wholesale delivery companies that distribute newspapers, magazines and periodicals to retail dealers. Prosecutors said there was no involvement by The New York Times, The New York Post or the Daily News.

LaChance could receive 20 years on each of the main counts. Sentencing by District Judge Milton Pollack is scheduled June 26.

'Sugar cane newsprint' to be tested in Cuba

In their quest for a substitute for wood pulp in the newsprint manufacturing process, researchers have been handicapped in their investigation of bagasse —the residue of sugar cane stalks—because there has been no plant where bagasse pulp could be tested.

With the recent completion of such a 35-tons-per-day pilot plant in Cuba, the correct bagasse formula can be attained within two years and construction of a full-scale bagasse newsprint mill there will be "justified," according to Dr. Joseph E. Atchison, who served as a consultant to the United Nations on the Cuban project.

Potentially, Cuba could be exporting two million metric tons of bagasse newsprint a year by 2000, Atchison said.

The project received $5 million in funding from the United Nations Development Programme and other aid from Canada, Sweden, Finland and Czechoslovakia.

The goal is to produce quality newsprint using only bagasse pulp, Atchison explained.

A method being pursued by the Crown Zellerbach Corp. and the Hawaiian Sugar Planters' Association in the 1960s showed promise, but it required the addition of some wood pulp, Atchison said. The Cuban project has followed along the lines of that experiment.

Even if the correct formula can be discovered, production of bagasse newsprint is not guaranteed.

The key is bagasse's current use as a source of energy. At the present time, Atchison explained, Cuba burns most of its bagasse to power sugar-mill operations. The replacement value of one ton of bagasse is two barrels of fuel oil or a half ton of coal, he said, noting that Cuba imports all of its fuel oil.

In the United States, nearly all bagasse is now burned by the sugar mills for energy; surpluses are sold to utilities or used in other manufacturing processes.

According to ANPA Research Center Director Erwin Jaffe, bagasse has not been identified by ANPA as the best alternative to wood in newsprint production because it is a byproduct, subject to the vagaries of the sugar cane market.

The ANPA Board recently approved continued study by the Association of the fibrous plant kenaf, which Atchison called a "natural" for newsprint production [presstime, May, page 19]. □

CPU, 8 Canadian newsprint companies break off negotiations; work continues

Contract negotiations between the Canadian Paperworkers Union and eight newsprint companies broke off in mid-May, but work at the mills was continuing.

The companies own 20 of the 28 Canadian mills where workers' contracts expired the end of April. Contracts at three more Canadian mills expired May 31.

Abitibi Price Inc., which has 10 mills, and Spruce Falls Power & Paper Co. Ltd., with one, have requested conciliation.

The four companies making up the Eastern Canadian Newsprint (bargaining) Group, Domtar Newsprint Inc., Maclaren Power & Paper, Reed Paper Ltd. and Quebec North Shore Paper Co., resumed talks May 20. Eastern Canadian represents five mills in Ontario and Quebec.

Other companies whose talks had broken off were Canadian International Paper Co., with two mills in Quebec and one in New Brunswick, and Great Lakes Forest Products Ltd., which has one Ontario mill.

At Canadian International Paper's two Quebec mills, the union has been free to strike since May 1 under provincial law that allows a union to strike legally 90 days after it informs the company of a bargaining date. For other mills in Quebec, the 90-day period expires on dates from May through July.

In the United States, workers at Garden State Paper Co.'s Pomona, Calif., mill on May 10 ratified a new five-year contract with wage increases of 10 percent the first year and 3 percent plus cost-of-living adjustments in each of the remaining four years. The pact was similar to one signed in April at Crown Zellerbach Corp.'s mill at Wauna, Ore. [presstime, May, page 59].

At other U.S. mills:

- St. Regis Paper Co., Southland Division, Lufkin, Texas, meetings began May 20.
- Bowater Southern Paper Corp., Calhoun, Tenn., agendas were exchanged May 20.
- Manistique Pulp & Paper Co., Manistique, Mich., agendas were exchanged May 12 and meetings scheduled to begin May 29.
- Publishers Paper Co., Oregon City, Ore., recessed its contract talks indefinitely. □

Three-month financial reports of paper companies

Net Income (In Thousand Dollars)

	1980	1979	% Change
Abitibi-Price Inc	$ 34,614	$ 22,546(a)	+ 53.5
Boise Cascade Corp	43,040(a)	34,480	+ 24.8
Bowater Paper Corp. Ltd	112,600	88,800(c)	+ 26.8
British Columbia Forest Products Ltd	14,800	22,900(c)	- 35.4
Consolidated-Bathurst Inc	31,400	19,200(a)	+ 63.5
Crown Zellerbach Canada Ltd	9,700	11,500	- 15.7
Crown Zellerbach Corp	24,300	21,400	+ 13.5
Domtar Inc	29,100	22,000	+ 32.3
Great Lakes Forest Products Ltd	20,544	8,348	+ 146.1
Great Northern Nekoosa Corp	21,800	20,900	+ 4.3
International Paper Co	89,000	180,500(a)	- 50.7
Kimberly-Clark Corp	50,700(a)	42,100(b)	+ 20.4
MacMillan Bloedel Ltd	44,700	40,700	+ 9.8
Reed Paper Ltd	11,000(a)	6,200(a)	+ 77.4
St. Regis Paper Co	46,121(a)	36,757(b)	+ 25.5
Southwest Forest Industries	7,432	5,109	+ 45.5
Weyerhaeuser Co	110,982	119,845	- 7.4

(a) Including extraordinary credit
(b) Including extraordinary charge
(c) Restated

April consumption declines

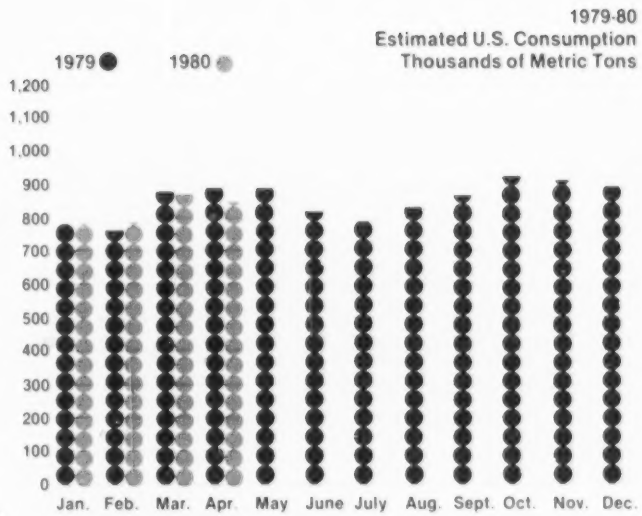
Preliminary figures indicate estimated U.S. newsprint consumption of all users in April was 855,000 metric tons, down 3.4 percent from April a year ago. However, one more Sunday in April 1979 would account for about 3 percent of the decline.

Consumption for the first four months of 1980 increased a slight 0.2 percent over the same period last year.

Estimated consumption of U.S. daily newspapers declined 4.9 percent in April and 0.4 percent for the first four months of the year, compared to the same periods in 1979.

Stocks of the ANPA-member newspapers included in the statistical sample were equivalent to 39 days' supply at the end of April, up five days from April 1979 and two days from March a month earlier.

Canadian newsprint mills' operating rate was 100 percent in April, compared to 95 percent in April 1979. April's operating rate in the United States was 96.4 percent, slightly above the 96.2 percent of the same month last year.



April 1980 figures are preliminary.
February and March 1980 figures are revised.

Estimated consumption of all U.S. daily newspapers[1]

Region	March 1980	March 1979	% Change
Northeast	164,500	161,844	+ 1.6
North Central	161,093	168,920	– 4.7
South	206,231	201,645	+ 2.3
West	146,953	142,360	+ 3.2
Circulation size			
0-25,000	54,645	59,738	– 8.5
25,001-100,000	115,466	114,550	+ 0.8
over 100,000	508,576	500,481	+ 1.6
March totals	678,687(r)	674,769	+ 0.6(r)
Three-month totals	1,900,804(r)	1,856,618	+ 2.4(r)

Region	April 1980	April 1979	% Change
Northeast	158,069	163,832	– 3.5
North Central	150,826	169,281	– 10.9
South	194,197	203,290	– 4.5
West	141,102	141,014	+ 0.1
Circulation size			
0-25,000	56,462	57,237	– 1.1
25,001-100,000	112,176	115,461	– 3.0
over 100,000	476,614	504,719	– 5.6
April totals	644,194(p)	677,417	– 4.9(p)
Four-month totals	2,544,998(p)	2,534,035	+ 0.4(p)

Estimated consumption of all U.S. users

	1980	1979	% Change
February totals	791,000(r)	769,000	+ 2.9(r)
March totals	879,000(r)	875,000	+ 0.5(r)
April totals	855,000(p)	885,000	– 3.4(p)
Four-month totals	3,314,000(p)	3,306,000	+ 0.2(p)

[1]Based on stratified data from ANPA member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA member newspapers in statistical sample.

(r) = revised
(p) = preliminary

Production

	Canada	U.S.A.	North America
April 1980	766,223	339,212	1,105,435
April 1979	725,938	289,242	1,015,180
Increase or decrease	+ 40,285	+ 49,970	+ 90,255
	+ 5.6%	+ 17.3%	+ 8.9%
Four months 1980	3,063,551	1,371,044	4,434,595
Four months 1979	2,914,470	1,170,531	4,085,001
Increase or decrease	+ 149,081	+ 200,513	+ 349,594
	+ 5.1%	+ 17.1%	+ 8.6%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
April 1980	555,953	86,977	119,755	762,685
April 1979	512,711	83,301	125,792	721,804
Four months 1980	2,171,459	332,228	507,699	3,011,386
Four months 1979	2,110,787	309,145	436,917	2,856,849
From U.S. mills				
April 1980	328,018	-----	18,035	346,053
April 1979	286,048	-----	5,225	291,273
Four months 1980	1,317,150	-----	47,924	1,365,074
Four months 1979	1,145,356	-----	27,677	1,173,033
From North American mills				
April 1980	883,971	86,977	137,790	1,108,738
April 1979	798,759	83,301	131,017	1,013,077
Four months 1980	3,488,609	332,228	555,623	4,376,460
Four months 1979	3,256,143	309,145	464,594	4,029,882

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
March 1980	684,836(r)	34(r)	7(r)
March 1979	650,455	29	8
April 1980	719,766(p)	37(p)	7(p)
April 1979	642,511	34	8
Canadian mills			
April 1980	213,859		
April 1979	241,510		
U.S. mills			
April 1980	22,301		
April 1979	17,732		

newsprint exchange

Newsprint notes

The United Paperworkers and the Oil, Chemical and Atomic Workers have begun formal merger negotiations which would bring together about 500,000 workers from the petroleum, paper and chemical industries. The presidents of the two unions say that there is no time schedule for the merger talks, and it is believed unlikely that a merger could take place before the August 1981 convention of the Oil, Chemical and Atomic Workers.

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International Paper Co. has reached an agreement with two unions at its Mobile, Ala., newsprint mill on certain labor changes designed to improve productivity. Although it won't guarantee the future of the 50-year-old facility, the labor agreement is "a necessary part of an attempt to justify the kind of capital investment needed for long-term operations," mill manager Peter C. Redfern said. IP has been studying whether to close or modernize the mill [presstime, January, page 57].

•••

Citing high financing costs, **Southwest Forest Industries** has put "on hold" a proposed, $40-million project to convert a kraft linerboard machine back to newsprint manufacturing at its Snowflake, Ariz., mill. Conversion would reduce the use of woodchips, which are becoming increasingly expensive and in short supply. Waste newspapers reportedly would be the major source of fiber for the converted machine. The company reports an "enthusiastic" response from newspaper publishers in the region on the proposed project.

•••

Responsibility for **reforestation** in Ontario license areas will shift from the province to paper companies under a series of agreements with manufacturers. Ontario authorities said the plan is designed to force paper companies to coordinate their harvesting with reforestation needs. **Abitibi-Price Inc.** is the first manufacturer listed as participating. The province will reimburse manufacturers in standard amounts which officials also say will cover costs if the firms cut trees wisely.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, executive director, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Equipment for sale

Compstar 190, sets straight matter at 150 lines per minute. Contact David T. Lucey, assistant general manager, The Meriden Record Co., C own Street Square, Meriden, Conn. 06450; (203) 235-1661.

Approximately 72 feet of 12-inch gauge cast-iron pit track (double loader) for newsprint handling, three transfer tables 5 feet, 1 inch wide, five turntables, four Type 5 foot solid dollies for 8-inch platform. Manufactured by Goss-Capital; make offer. Contact J. T. Haley, production manager, The Courier, 701 W. Sandusky St., Findlay, Ohio 45840; (419) 422-5151.

Mark II 730, serial no. 967, one disk, two high, four low faces; one disk, four high faces; one application manual; one set of prints.

Mark II 730, serial no. 969, with same equipment as above.

Also, Mark I 727, serial no. 582, five discs, low speed faces, applications manual, set of prints.

All in excellent condition. Contact Donald J. Curran, Transcript-Telegram, 120 Whiting Farms Road, Holyoke, Mass. (413) 536-2300.

PDP8-L with DF-32 rigid disk (negative logic) and two Magtape transports; one ASR 35 teletype; three Papertape readers; five BPRE punches; two Compu-Scan Alpha scanners; two Photon mark III photo typesetters with microdata and processor and 6, 7, 8, 9, 11, 14, 18, 24, 36, 42, 48, 54, 60 and 72 pt. lenses. Contact Jack Helms, Indiana Evening Gazette, 899 Water St., Indiana, Pa. 15701; (412) 465-5555.

Presses with 22 3/4 inch cutoff.

Wood Hoe Colormatic, eight units, four color humps, double delivery 3:2/2:1 folder, installed 1973, converted to DiLitho.

Hoe Colormatic, eight units, four color humps, double 3:2 folders, installed 1968.

Hoe Colormatic, eight units, three color humps, double 3:2 folders, installed 1963.

Hoe Lithomatic, offset magazine type press, five units, installed 1969.

Hoe Color Convertible, 14 units, six color humps, three double 2:1 folders.

Contact Gene Bell, production director, Sentinel Star Co., 633 North Orange Ave., Orlando, Fla. 32802; (305) 420-5601.

Two 2500/50 front-end systems hardware, available Aug. 1. The DEC hardware is under service contract and can be certified eligible for a DEC service contract. Two PDP11/40, 96 KW memory, includes BA11-KE expansion chassis; 10 Harris Multiplexers (complete) 2 Muxes Revision G, 8 Muxes Revision F; 2 RK11, 4 DL11 (for consoles); 2 RF11/RS11 fixed head discs; 23 Harris 1500 terminals; 7 Harris 1500A terminals; 14 Tilus 1500Z terminals; 1 Harris paper tape punch control with BRPE punch; 1 Harris paper tape reader; 2 KSR33 teletype consoles; 2 ASR33 teletype consoles; 2 wire interfaces; 2 RS232 interfaces; 11 RK05 disc drives; 6 Harris I/O panels; 6 32-connector patch panels; with approximately 100 female bulkhead audio connectors; approximately 100 male straight audio connectors; plus spare cards, power supplies, etc.; two ECRM 1800 Autoreaders (OCR scanners). Contact Joe Hladky III or Lon Myers, The Gazette, 500 Third Ave. SE, Cedar Rapids, Iowa 52401; (319) 398-8211.

Two Compugraphic Videosetter II s—serial nos. 98.2 and 105.2, both purchased December 1974; two extra grids; Bodoni News no. 2; two Compugraphic Unisetter composers, also purchased December 1974; FACIT Punchers, including on-line interface; all Compugraphic maintained.

Also, one Shaffstall model 60 Receiver, serial no. 149; one Shaffstall model 20 A Reader, serial no. 131, incomplete, suitable for spare parts; one Exteil Repert. Contact Donald J. Treat, Fall River Herald News, 207 Pocasset St., Fall River, Mass. 02722; (617) 676-8211.

Digital RK06 disk drive with RK611 controller, $8,500. ECRM model 5100 Autoreader and model 5200 Autoreader, $6,000 each. Contact Ken Holt, general manager, Midland Reporter-Telegram, Box 1650, Midland, Texas 79702; (915) 682-5311.

Compugraphic Uniterm area composition machine, H & J, 60-line memory, perforated tape reader, Facit tape punch. Contact George Shinn, Delaware Printing Co., P.O. Box 737, Dover, Del. 19901; (302) 674-3600, ext. 17.

Hewlett Packard, HP 3000 series II CPU boards, ROM PCA, SSF PCA, IOP PCA, MEM CTR, SMA PORT CTR, SEL CH REG S-BUSS, kept as spares for one and one half years until our Series II was upgraded to Series III, no longer needed, in new condition. Contact David Wade, Baltimore Sunpapers, 501 N. Calvert St., Baltimore, Md. 21203; (301) 332-6135.

(Editor's note: Exchange notices are published without charge as a service to ANPA member newspapers.)

ANPA Directors find 'friend' in China

By Thomas C. Fichter

"A poor but loyal friend."

That's how Vice Premier Deng Xiao Ping, second highest ranking official in the People's Republic of China, described his country's relationship with the United States to a visiting delegation of ANPA Directors.

And those two characteristics—poverty and a deep and pragmatic desire for friendship—may well be the dominant impressions that will stay with the newspaper executives and members of their 19-person group that visited China from April 26 to May 10.

But general impressions of that giant land, fast approaching one billion inhabitants, were backed up by solid information gleaned from several long and frank discussions with senior government and press leaders—including two vice premiers and the boss of the official Communist Party organ, the People's Daily.

Those discussions disclosed that:

- China wants to forge stronger and wider ties with the United States because, the leaders readily admit, it is in China's interest to do so.
- Its suspicion and fear of the neighboring Soviet Union is unrelenting.
- China's population—970 million, "give or take 10 million," as one official said—is the key to understanding the country; it affects everything.
- While some similarities exist between each country's newspaper business—profits, for example—there are fundamental differences. Perceptions of freedom of speech is one of these. Chinese press leaders fervently defend recent government action deleting from Article 45 of China's Constitution that provision which, in effect, guarantees freedom of speech. Its most visible result has been the prohibition against the famed big-character wall posters.
- Mass communications in China are light years from the U.S. counterparts. After newspapers, the principal means of mass communications in the People's Republic is the loudspeaker—100 million of them beaming government-approved information, including auto traffic control in every city and village. China has only three million television sets and 17 million radios.

Vice Premier Deng, the 76-year-old leader whose tour of the United States last year was a critical success, illustrated the differences between the two countries when he told publishers, "Only 3 percent of your population is engaged in agricultural production whereas 80 percent of our population is needed to produce food."

Nevertheless, Deng said China is looking for ways to enter the modern world "faster and with good results." Past development mistakes were caused by lack of management skills, he said.

To eliminate waste and increase productivity, China will try to learn U.S. management techniques, science and technology "and combine these with our own philosophies," he said. "Perhaps we can exchange our experiences and by so doing become your *rich* friend."

An example of the problem facing China is found in its physical plant—its commercial buildings, roadways and bridges and a good portion of its residential structures—erected more than 50 years ago. Western technical assistance and capital are needed to replace and expand existing facilities, but China's current foreign investment-incentive program requires investors to turn property back to the State after five years. As a result, fast paybacks will prompt shoddy construction that produces decaying buildings after only eight to 10 years.

Vice Premier Li Xian Nian, generally considered fourth ranking in power, concentrated on international tensions, particularly those between his country and the Soviet Union, in his discussion with the ANPA group.

The Soviet invasion of Afghanistan "is not accidental; it is part of its global strategy," he warned. China is preparing to defend itself against such an invasion. "If the Russians want to come into China," Li said, "let them come in and occupy certain space. But we won't let them leave."

Li said normalization of relations with the United States was the "most significant development in China in the last eight years." He urged this country to continue to exercise patience in Iran so

The ANPA delegation poses with Chinese hosts in the Great Hall of the People. Vice Premier Deng Xiao Ping (front row, center) is flanked by ANPA Executive Committee Chairman Allen H. Neuharth (left) and Vice Chairman William C. Marcil.

Fichter is ANPA vice president/comptroller and assistant general manager. He accompanied the Board members to China.

Chinese women set type by hand for the six-million circulation People's Daily.

Vice Chairman Marcil, his wife Jane and Chinese host (center) lead ANPA group.

as to refrain from anything that plays into the hands of the Russians.

Noting the advanced age of China's leaders, he said younger people in the Chinese Communist Party tapped for leadership will continue improving U.S.-Sino relations because it is in China's interest.

An Gang, deputy-editor and clearly the boss of the People's Daily, helped establish the paper in 1948 and has run it ever since, except during the rule of the "Gang of Four" when he was banished from the newspaper and reassigned as a cook.

Gang is sanguine about that episode. "To be a good editor, you must be a good cook," he says about his two and a half years in the kitchen before being reinstated at the newspaper in 1975.

Newspapers circulate only 34 million copies in a nation that has hundreds of millions of potential customers. Accounting for about six million copies is the People's Daily, which carries limited paid advertising and makes a profit, Gang said.

The profit angle came out during questioning by the ANPA group. Gang said it was the first time anyone had ever probed the People's Daily on that point, and he responded enthusiastically. Last year's profit was the U.S. equivalent of $7.8 million on gross revenues of $96 million, he said. With such little paid advertising, about 1/16 of total copy, most of the revenue came from the $1.66-a-month subscription price.

A difference between U.S. and China newspapers, ANPA Executive Committee Chairman Allen H. Neuharth said later, is that the People's Daily turns over *all* of its profits to the state.

The newspaper pays the post office 25 percent of its circulation revenue; but for that the post office delivers the newspaper, maintains the subscriber lists and collects the monthly subscription payments. In addition, mail is delivered twice a day, seven days a week, and newspapers get priority treatment—they are delivered in the first daily delivery and general correspondence in the second.

While the Chinese postal situation made some publishers envious, other aspects of the newspaper business in China were only too familiar—difficulty obtaining newsprint, for example. An Gang said People's Daily could circulate 10 million copies if it could get the required newsprint.

People's Daily is printed at 19 satellite printing plants throughout China via telefax transmission. Pressmen earn the equivalent of $40 a month, editorial workers about $60 and An Gang, as boss, $150. (Mao earned only $275.)

Lin Jingzhi, deputy editor-in-chief of Xinhua, the offical government news agency, said the concept of truthful news reporting was banned in China during the "cultural revolution" and rule of the "Gang of Four" from 1966 to 1976.

While maintaining that the situation has been corrected, he acknowledged that his news agency "tempers and often delays" accounts of some occurrences, such as the major earthquake that struck the northeast portion of China in August 1976 and claimed the lives of hundreds of thousands of people. The policy is taken, he said, "to avoid mass panic."

News "negative or abusive" to China is published by the government in so-called "reference newspapers" containing reports by foreign news agencies. These publications, with total circulation of about nine million copies, were introduced "so people could clearly distinguish between right and wrong," according to An Gang. Reference newspaper distribution once was restricted to certain classes, but no longer.

The Xinhua news agency also publishes the only English-language news report in China, a daily mimeographed digest.

The ANPA group began its visit in Peking. From there it traveled to Shanghai, Soochow, Canton, Inner Mongolia and Sian. The publishers were allowed to roam freely about the cities and villages unsupervised—a marked contrast to the tight security which prevailed at the ANPA Board visit to the Soviet Union in October [presstime, November, page 14].

Pressmen earn the equivalent of $40 a month, editorial workers about $60 and An Gang, as boss, $150.

Among other random impressions from the China trip:

- No dogs or cats in China; guides say they are banned because they consume too much food.
- Office buildings are unheated; productivity slows to a cold crawl in winter.
- Air pollution is very high; extensive use of high-sulphur-content coal for heating and charcoal for cooking are the primary reasons.
- Retail merchandising techniques are pragmatic but foreign to us; consumer goods and industrial products are sold side-by-side in large department stores.
- A sail down the Huang-Pu River to Shanghai reveals China's only signs of tangible wealth—a huge concentration of new freighters and supertankers.
- Hard work pays more; an incentive system at a Shanghai vegetable commune gives the high achievers 20-percent bonus payments.

Kathleen Criner to direct telecommunications affairs

Kathleen Criner, program manager for information technology at the National Telecommunications and Information Administration of the U.S. Department of Commerce, has been appointed ANPA director of telecommunications affairs.

"The importance of telecommunications in newspapers and in all business is growing daily," Executive Vice President and General Manager Jerry W. Friedheim commented. "The Association is indeed fortunate to attract to this new position a person whose work history is one of high performance in a variety of increasingly responsible government positions in this expanding field."

Friedheim said Criner, who will report to Vice President/Technical William D. Rinehart, will organize a staff Telecommunications Department at The Newspaper Center, Reston, "and generally increase our monitoring of and activity in this arena."

A graduate of the University of Massachusetts, Criner received a master's degree in information science from Catholic University. Currently, she is enrolled in the master of business administration program at George Washington University in Washington.

Sandra F. Mathis, former manager of educational services for The Charlotte (N.C.) Observer and The Charlotte News, has joined ANPA Foundation as field services advisor. Along with Foundation Manager/Educational Services Linda B. Skover, she will provide on-site visits to newspapers to help them develop or expand Newspaper in Education programs.

ANPA Foundation Board of Trustees changes terms from three to two years

The ANPA Foundation Board of Trustees, meeting at the conclusion of the Honolulu Convention, amended the Foundation By-Laws to change the Trustees' terms from three years to two years, making them consistent with the terms of ANPA Directors.

Thus, in addition to newly elected officers—including Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc., chairman and president, and John B. Lake of the Times Publishing Co., St. Petersburg, Fla., vice chairman—membership on the Board of Trustees is as follows:

• Newly elected to two-year trusteeships are Garner Anthony of Cox Enterprises Inc.; William H. Cowles 3rd of Cowles Publishing Co., Spokane, Wash.; Margaret L. Hamilton of Thomson Newspapers, Toronto; Edwin L. Heminger of The Courier, Findlay, Ohio, and Arthur Ochs Sulzberger of The New York Times Co.

• Re-elected for two-year terms as trustees are Stanton R. Cook of the Chicago Tribune; Helen K. Copley of The Copley Press Inc.; Katharine Graham of The Washington Post Co.; William D. Marcil of The Forum, Fargo, N.D.; and Donald N. Soldwedel of the Yuma (Ariz.) Daily Sun.

• Continuing to serve as trustees for terms not expiring are Frank Daniels Jr. of the Raleigh (N.C.) News & Observer and Times; Helene Foellinger of Fort Wayne (Ind.) Newspapers Inc.; Beland H. Honderich of The Toronto Star; Richard J. V. Johnson of The Houston Chronicle; K. Prescott Low of The Patriot Ledger, Quincy, Mass.; Robert G. Marbut of Harte-Hanks Communications Inc.; Charles M. Meredith III of The Free Press, Quakertown, Pa.; Warren H. Phillips of Dow Jones & Co. Inc., and Lloyd G. Schermer of Lee Enterprises Inc., Davenport, Iowa.

Allen H. Neuharth of Gannett Co. Inc. will continue to serve as a trustee as the immediate past chairman and president of ANPA.

New members

Tempe Daily News

Tempe, Ariz. (circulation 16,321). Dwayne B. Meininger, general manager. With the addition of this new member, Cox Enterprises Inc. retains its 100-percent membership in ANPA.

the park rapids enterprise

Park Rapids, Minn. (circulation 5,100). Douglas Hirsch, publisher.

William Leick dies at 72

Retired ANPA Publications Department Manager William H. Leick died May 10 in a Medina, Ohio, hospital. He was 72.

A 24-year ANPA employee, Leick joined ANPA in 1948, helped organize the Technical Services of the then-Mechanical Research Department, now known as ANPA Research Institute, and in 1949 became Bulletin Editor. In 1961 he was named manager of ANPA's Publications Department. He retired in 1972.

Leick is survived by his wife, Mary, a daughter and several grandchildren.

Exec seminar re-slated

The date and location of the 1980 Key Executive Seminar have been changed from Oct. 12-16 in Houston to Sept. 22-26 at the Sheraton at Fisherman's Wharf in San Francisco.

The change will allow ANPA to cosponsor the seminar with the Western Newspaper Industrial Relations Bureau, said ANPA Manager/Training Services Stephen E. Palmedo.

speeches

Larry D.Franklin

Perry E. Morgan

Donald B. Towles

Tom Thokey

Single copies of the following speeches are available from the ANPA Public Affairs Department:

From the American Society of Newspaper Editors annual convention, Washington, D.C., April 7-10:

- **President's Report.** William H. Hornby, vice president and editor, The Denver Post.
- **The Arithmetic of Newspapers.** Robert G. Marbut, ANPA director and president and chief executive officer, Harte-Hanks Communications, Inc.
- **Remarks on the press and the judiciary.** Bruce W. Sanford, Baker & Hostetler, Washington, D.C.

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From the Southern Newspaper Publishers Association Marketing Strategies for the 1980s Seminar, Atlanta, March 16-18:

- **Development of Management.** Larry D. Franklin, president/newspaper operations, Harte-Hanks Communications Inc.
- **Editorial Strategy: Innovating by Applying the Fundamentals.** Perry E. Morgan, publisher, The Virginian-Pilot and The Ledger-Star, Norfolk, Va., and executive editor, Landmark Newspapers.
- **Computerization.** Walter Waleski, director of information services, Media General Inc.

•••

- **Starting the Second Half of a Century of Service.** Donald B. Towles, vice president/public affairs, The Courier-Journal and The Louisville (Ky.) Times, and president, International Newspaper Promotion Association. INPA annual conference, New York City, May 5.
- **Starting a Sunday Newspaper.** Tom Thokey, director sales/marketing, tdn Inc. Publications, Troy, Ohio. Inland Daily Press Association midwinter meeting, Phoenix, Ariz., March 4.
- **Videotex and the Newspaper Business.** W. Terry Maguire, vice president/legal and government affairs and associate general counsel, ANPA. Wembley Conference Centre, London, March 26.
- **The Coming Communications Evolution: Choices for the '80s and Beyond.** Benjamin M. Compaine, executive director, Program on Information Resources Policy, Harvard University. Suburban Newspapers of America Editorial Conference, Washington, D.C., March 19.
- **Journalism at a Time of Perpetual Crisis.** Fred W. Friendly, advisor on communications to the Ford Foundation and former president, CBS News. DeWitt Carter Reddick Award Ceremony, University of Texas, Austin, March 22.
- **The FCC: at the Vortex of Common Carrier Reform.** Charles D. Ferris, chairman, Federal Communications Commission. Federal Bar Association Conference on Communications Law and Principles of Regulatory Reform, Arlington, Va., March 24.
- **Remarks on International Communications.** Charles W. Bray III, deputy director, International Communication Agency. University of Washington, Seattle, April 11.

ANPA calendar

June

ANPA/American Bar Association Task Force meeting
Hyatt Regency O'Hare, Chicago, June 6

ANPA Production Management Conference
Georgia World Congress Center, Atlanta, June 7-11

ANPA Executive Committee meeting
Atlanta Hilton, Atlanta, June 9

ANPA Traffic Committee meeting
Atlanta Hilton, Atlanta, June 9

ANPA Management Development Workshop
Mountain Haus, Vail, Colo., June 16-20

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., June 23-27

July

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., July 7-11

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., July 21-25

August

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Aug. 4-8

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Center, Easton, Pa., Aug. 18-22

ANPA/Newspaper Personnel Relations Association Newspaper Trainers Conference
Marriott Hotel, Chicago, Aug. 24-27

ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Scottsdale Conference Center, Scottsdale, Ariz., Aug. 24-30

September

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Sept. 8-12

ANPA Labor Negotiators Seminar
Howard Johnson's Motor Lodge, Boston, Sept. 8-10

ANPA Board of Directors meeting
Hyatt Regency Chicago, Chicago, Sept. 11-12

ANPA Circulation Managers Workshop
Drake Hotel, Chicago, Sept. 15-17

ANPA Research and Production Committee meeting
ANPA Research Institute, Easton, Pa., Sept. 16-18

ANPA Conference for Young Newspaper Men and Women
Key Bridge Marriott, Rosslyn, Va., Sept. 21-24

ANPA Key Executive Seminar
Sheraton at Fisherman's Wharf, San Francisco, Sept. 22-26

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Sept. 22-26

ANPA Press/Bar Relations Committee meeting
Capital Hilton Hotel, Washington, Sept. 23

ANPA Executive Committee meeting
Sheraton-Carlton Hotel, Washington, Sept. 23

ANPA Government Affairs Committee meeting
Sheraton-Carlton Hotel, Washington, Sept. 23-24

ANPA/NPRA Personnel Workshop
Drake Hotel, Chicago, Sept. 28-Oct. 1

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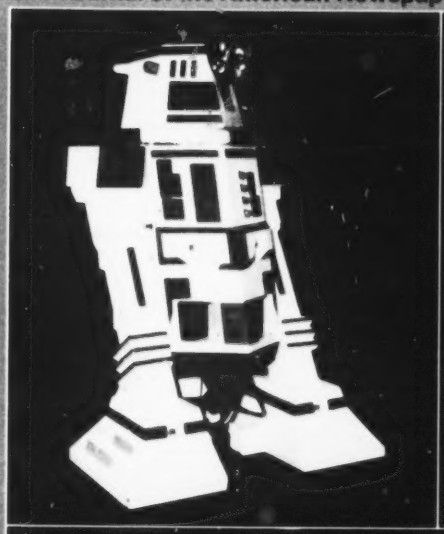
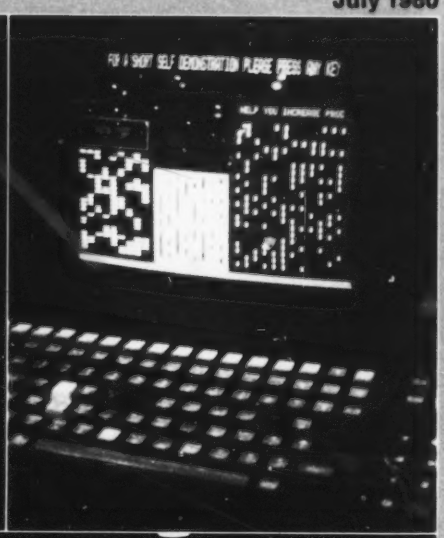
presstime

The Journal of the American Newspaper Publishers Association

July 1980





Report from the Production Management Conference

chairman's corner

New Committee established to guide ANPA/RI activities

A walk through the exhibit hall of the Georgia World Congress Center during the ANPA Production Management Conference offered a series of striking reminders of how rapidly our industry is changing.

Displays of new press and mail room equipment attracted the usual attention from the thousands who attend these conferences looking for better ways to produce their newspapers.

But many of us also paused this year to look at the data retrieval systems and interactive computers, and experiment with some of the new ways in which information will be delivered to homes in the future.

One of the things that always has been a source of pride to our Association has been the number of items on display at these conferences that were born in our own Research Institute. And as the challenges facing our industry become ever more complex, the question of how we allocate our resources in the research area takes on growing importance.

With a view to the future, a major decision was made earlier this year ultimately to consolidate all of our Association's research and technical activities in a new facility that would be built adjacent to our Newspaper Center in Reston.

We also decided to take a fresh look at the ANPA committee structure, to see if there might be a better way to guide and direct these activities. For the past couple of months, Stan Cook of the Chicago Tribune and Dick Johnson of The Houston Chronicle have been exploring this question. They have come up with a plan that I think will carry us forward.

The basic responsibility for providing oversight for the Research Institute will fall in the future on a Research and Production Committee, which Stan will head with Dick as vice chairman. This Committee will have under its umbrella four other committees: a Research and Development Committee; an Environmental Committee; a Technical Services and Training Committee; and a Production Management Conference Committee.

The new Research and Production Committee will meet from time to time with the chairmen and vice chairmen of the Telecommunications Committee and the Newsprint Committee. Together, they will prepare recommendations to the ANPA Board as to the goals, objectives and priorities of the Research Institute, just as other Association committees make recommendations on other ANPA activities.

These are enormously important tasks. The decisions that we make about the future activities of the Research Institute will shape its ability to continue serving our industry—and helping us with our problems—in the years ahead.

Write Stan Cook, Dick Johnson, or me directly, and share with us *your* thoughts and ideas on how *you* feel our research and technical assistance effort can be of most value in the future.

Kay Graham

Katharine Graham
Chairman and President

ANPA

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FORUMS '80

Production Management Conference
Georgia World Congress Center
Atlanta, June 7-11

The 52nd version of the ANPA Production Management Conference was similar to—and at the same time slightly different from—most of its predecessors.

Similar in that once again it displayed a gigantic—some might say overwhelming—array of newspaper production equipment. A record 195,000 square feet of exhibit space were filled.

Similar also in that it continued the trend, evident since the early 1970s, of attracting crowds of the magnitude to make this show the largest newspaper-related gathering in the world each year. Attendance in Atlanta was 12,990—second only to last year's 13,130 in Las Vegas.

However, it was different in subtle ways that reflect the current stage of the newspaper technological revolution.

Production Management Committee Chairman Walter E. Mattson announced earlier in the year that the Thursday Conference session—traditionally devoted to pointing the way toward future, advanced technology—would be scratched. "We must now turn our attention to the practical development of systems to make that technology operational," he explained.

The major effort to do that in Atlanta was the emphasis on workshops where newspaper executives could listen, question and debate the practical, "today" applications of all the technological devices and processes that have found a home in the newspaper plant.

"Out" was the old format with its one day of workshops. "In" was a new agenda allowing workshops on each of the three session days—three workshops running concurrently and repeated each day.

Thus the title, "Forums '80."

The Conference always has emphasized equipment—the hardware breakthroughs and refinements which allow newspapers, in the words of ANPA Chairman and President Katharine Graham, to "force the future" of the industry.

Equipment exhibited at this year's show covered every aspect of the business, but particular emphasis was given to press and press-related technology, pagination systems, portable terminals and a variety of developments hurtling the business toward "the electronic newspaper."

And, as so often is the case, the concept discussed at one year's Conference is the hardware demonstrated at the next.

Mrs. Graham noted that last year discussion centered on the idea of a lightweight press. This year the lightweight press was on the exhibit floor.

Walter E. Mattson

This year much of the formal and informal discussion at the Conference revolved around satellite transmission of news and advertising. And next year, the ANPA chairman said, it is "quite possible" Conference participants will see a test transmission of an advertisement by satellite.

The progression continues.

Forums '80 reinforced the belief that the need for and interest in these conferences ensure their continuity. On the evening of June 10, in a room just off the exhibit floor, the drawing for exhibitors' space at next year's Conference was held. Every available square foot was gobbled up, and the names of 40 companies were yet to be drawn. □

Exhibit potpourri valued at $100 million

By Clark Newsom
presstime staff writer

Colorful flags, flowers and fountains. The glow of cathode ray tubes and lights reflecting from mirrors. The din of conveyors, presses, stackers and inserting machines. All were part of the dazzling spectacle that was the equipment exhibition of the 52nd Annual ANPA Production Management Conference.

The 210 exhibits that occupied nearly 200,000 square feet of space ranged from the nuts-and-bolts of the newspaper business to satellites, from art deco design to a pristine gazebo of southern pine. It was estimated that at least $100 million of equipment was displayed on the floor of the Georgia World Congress Center.

While the "star" of the show may have been the lightweight press built by Tokyo Kikai Seisakusho Ltd. for Lee Enterprises Inc. of Davenport, Iowa [presstime, June, page 4], smaller pieces of production equipment such as the fully automatic cross-tie strapping machine exhibited by Ovalstrapping Inc. also drew wide attention. Ovalstrapping's JP-80 eliminates the need for two strapping machines and a turntable to cross-tie newspaper bundles.

MidStates Packaging Systems also demonstrated a new automatic strapping machine—the 1812N model.

As an indication of the international flavor of the Conference, some exhibitors gave demonstrations in foreign languages of equipment such as the Delphi System, a direct emulsion lithography system without dampening developed by Toyo Ink Mfg. Co. Ltd. and Mitsubishi Heavy Industries Ltd.

Harris Corp. showed a new model of its SignaBinder, the 748, for producing TV magazines, promotional pamphlets and similar self-covered, saddle-stitched booklets.

Erectoweld Co. Ltd. demonstrated its new Vacuum Newsprint Handler, designed to eliminate newsprint roll damage caused by conventional hydraulic clamps.

Lew-Boy Distributors, a new company, displayed an easy-loading, single-copy newspaper vending machine called the Centurian (3800-VP model) with a 36-inch capacity. The company also manufactures a smaller 19-inch capacity 1900-SP model.

Kansa Corp. took the wraps off its Tab Machine, which inserts sections exactly in the center of tabloid newspapers by trimming the folded edge after inserting.

Ferag Inc.'s inserting display illustrated how its conveyor system assigns a single gripper to each paper at the press folder [presstime, May, page 54].

Another inserting method was demonstrated by McCain Manufacturing Corp.—gathering all inserts at one time. McCain loads from bundles on-line.

Pacepack Corp. had the first showing of its electronically controlled jogger-counter-stacker named Ministack.

Hall Systems Inc. displayed its non-contacting laser count sensor for accurate counting of newspapers. The laser replaces mechanical counters on stackers and is being installed at a number of newspapers.

Stepper Associates Inc. introduced a new labeling machine that can affix address labels on newspapers ranging from eight to 150 pages broadsheet. The Flat Addresser (FAD) uses an Avery labeling head to apply computer-prepared labels. Stepper also showed for the first time a system that quarter-folds and addresses.

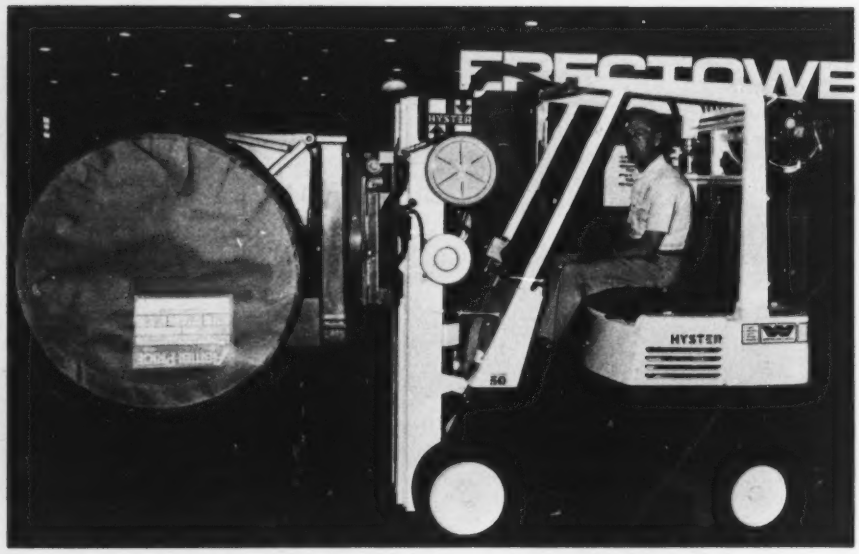
Chemco Photoproducts Co. showed how to go from computer to plate with no camera. The News-Plater automated system produces full-page aluminum plates directly from paste-ups with no film necessary.

Semler Industries Inc. introduced the BNP 150 offset waste-ink recovery system, and several silver-recovery systems were demonstrated at the Atlanta event.

Publishers Equipment Corp. explained how it converts letterpresses to blanket-to-blanket offset presses [presstime, March, page 44].

Raytheon Graphic Systems exhibited RayEdit, a newsroom editing system de-

Compugraphic was one of many firms showing the latest in front-end systems.



Erectoweld demonstrated its Vacuum Newsprint Handler.

signed in collaboration with editors of The Washington Post.

HASTECH (Hendrix Advanced Systems Technology) unveiled PagePro, a pagination system developed for Westchester Rockland Newspapers Inc., White Plains, N.Y. (See story, page 18.)

Also in the computer area:

• Collier-Jackson Inc.'s Newspaper Systems Division and Lan Systems Inc. demonstrated on-line circulation information systems suitable for newspapers in the 25,000-150,000 circulation range. The Collier-Jackson system is run on Hewlett-Packard 3000 computers and the Lan on Burroughs computers.

• ATEX showed a display ad management system in use at the Providence (R.I.) Journal and Bulletin. The system frees the display advertising sales force from in-plant order processing.

• IBM Corp. revealed its new 3279 Color Display Station which provides character and graphic color video displays for quick identification of important data.

• Titus Communications displayed a low-priced VDT aimed at the small daily and weekly market. The terminal is compatible with Harris micro systems.

• Telcon Industries Inc. unveiled Micromark™—an invention of the ANPA Research Institute—which detects misspelled words resulting from typographical, OCR scanning and wire transmission errors [presstime, March, page 46].

• ANPA/RI's Computer Applications Department explained its new computer-assisted advertising page dummying system. "LAYOUT" combines the best features of an enhanced dummying algorithm with the ability to control the process at an interactive terminal.

• Digital Equipment Corp. demonstrated its new CPMS-11 classified page makeup system, a microcomputer-based graphics terminal subsystem designed to work interactively with a paginator and Class AD-11.

There was even a talking VDT. While its possible application to the newspaper business has not been fully determined, Kurzweil Computer Products Inc., a subsidiary of Xerox Corp., exhibited the Kurzweil Talking Terminal. It converts computer transmitted English text into full-word synthesized speech and is expected to provide blind individuals with new job opportunities in areas where computer terminals are used.

The first-prize winners in Editor & Publisher magazine's annual awards competition for outstanding exhibits were Mergenthaler Linotype Co. (large island booth), International Paper Sales Co. Inc. (small island booth) and Faustel Inc. (non-island booth). Certificates of merit were won by Ferag Inc. (large island), Rycoline Solvent & Chemical Co. (small island) and Mead Data Central Inc. (non-island). Judges were Richard D. Blum, senior vice president, A. H. Belo Corp. (The Dallas Morning News), Dallas; Ralph S. Roth, vice president/production, Knight-Ridder Newspapers Inc., Miami; John Sacchia, national production manager, Hearst Newspapers, New York; and ANPA Director Donald N. Soldwedel, publisher and general manager, Yuma (Ariz.) Daily Sun. □

Some of the equipment even talked back

Armed with maps resembling elaborate game boards, browsers wound through the exhibit-floor maze of equipment-lined aisles, stopping here and there to talk with exhibitors and have coffee or tea.

Local models served as hostesses at many booths, though there were exceptions. Sperry Univac's welcoming committee, for instance, was in the form of "Doc" and "Aggie," remote-controlled R2-D2 types who followed somewhat startled visitors around, attempting to engage in conversation. "They're our little PR people," said a Sperry Univac representative.

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Twenty-one pots of 10-week-old, 10-foot-high kenaf stood sentinel outside the International Paper Sales Co.'s gazebo. The hothouse-grown kenaf, which gulped three gallons of water per pot each morning and evening, began the week sporting 1 1/2-inch diameter yellow blooms along thorn-dotted stems. The blossoms faded as the days passed. but public interest did not.

Many visitors, some of whom secretively picked the marijuana-shaped leaves, asked IP representatives for kenaf seeds. (IP took names and addresses and promised to send the dark, granulated seeds if they were available.) Others asked how to build the gazebo. IP promised to send information about that, too.

First session day: June 9

- Challenge of new competition . . .
- Preparing for satellites . . .
- How to build circulation data bases . . .
- The electronic maintenance shortage . . .

Graham says technology brings new competitive challenges

ANPA Chairman and President Katharine Graham told the opening general session that this Conference, the ones that preceded it and those that will follow demonstrate the newspaper industry's willingness to "force the future" and thereby ensure itself of a bright future.

It is "absolutely essential" that the newspaper business make innovative uses of satellite communications and other new technologies, Mrs. Graham said, because "the continued rapid pace of change is going to confront us with serious new competitive challenges in the years ahead."

She illustrated that point by citing the recent Federal Communications Commission decision that "appears to open the way for the world's largest business—the American Telephone and Telegraph Company—to go into direct competition with newspapers in the 1980s as an information provider." (See story, page 44.)

"To prepare for the new challenges—and opportunities"—that the electronic technology poses for newspapers, she said, ANPA has taken the following steps:

- Shifted Vice President/Technical William D. Rinehart from Easton to Reston headquarters to help General Manager Jerry W. Friedheim organize a new Telecommunications Department.
- Hired a new telecommunications director, Kathleen Criner, who "can help our member newspapers decide whether they should invest in new information distribution systems."
- Decided to consolidate all research and technical activities now performed at the Research Institute in Easton in new facilities to be built in Reston.
- Restructured ANPA research and technical committees. (See Chairman's Corner, inside front cover.)

An area of special emphasis at this year's Conference, Mrs. Graham said, is "the beginning of large-scale utilization of satellite communication by the newspaper industry." In "a matter of months," newspapers will be receiving wire service reports by satellite, and ads and ad insertion orders will be next up, she said.

"It is quite possible that you may be able to see a test transmission of an advertisement by satellite at the 53rd Production Management Conference in Atlantic City next year," Mrs. Graham added.

To help bring that about, ANPA is working with the Newspaper Advertising Bureau and several advertising groups to develop a voluntary system of fixed-size, national ad units [presstime, April, page 28], she said.

Katharine Graham

"We are on the verge of proposing a schedule that would accommodate just about every newspaper page imaginable—but confront advertisers with fewer than two dozen sizes and shapes," Mrs. Graham said. "If we can agree on this system—and we are hoping to achieve that by the end of this year—I think it will mark a historic, and profitable, step forward for our industry." It should result in "more national advertising for all newspapers—large and small alike."

Work on developing the satellite advertising facsimile system progressed as the result of an Atlanta meeting of many of the involved parties the previous day, Mrs. Graham reported. (See story, page 44.)

ANPA Director Stanton R. Cook, chairman of the Joint Satellite Task Force, formed two years ago by ANPA, the Associated Press and United Press International to study the application of satellite technology to the newspaper business, presented a summary of that group's report [presstime, April, page 21] which has been approved by boards of all three organizations.

The feasibility of the project has been accepted, progress has been made, but there is still "a long way to go," Cook said. "The transmission of advertising, to many newspapers simultaneously, however, will require some very careful planning and clever technology—and newspaper equipment that is moderate in cost and in a price-range which *all* newspapers can afford," he said.

This is "a big, big industry undertaking," he added. "We are just beginning to scratch the surface. . . ."

Uzal H. Martz Jr., publisher of the Pottsville (Pa.) Republican and chairman of the ANPA Laboratory Committee, delivered the report from that Committee and from the Production Management Committee.

After describing the various projects under way in both areas, and the many developments in the business for which the research committees and staff "have been the driving force or catalyst," Martz said these contributions have been "undiminished by changes over the years." The consolidation of the ANPA/RI facilities with the headquarters in Reston "will be no exception to this 54-year undiminished record," he said. □

Era of electronic camera approaches

Estimates vary as to when it will be generally available to newspapers, but experts agree that the electronic still camera is on its way; and when it arrives another bench mark will be set for newspaper editorial operations.

The electronic device, which will eliminate film and the time-consuming processing that goes with it, was explained at the Conference's opening general session by Robert W. Madden, award-winning photographer for National Geographic magazine.

While Madden said he believes it may take more than five years before such a camera is in general use by newspapers, he gave the publishers a peek at some of the wonders of electronic imaging, including the capability to produce pictures under light conditions which previously would have prevented it.

Using an electronic television camera with charge-coupled device sensors, Madden photographed the audience sitting in the darkened auditorium. The photos were projected live via a TV hookup to monitoring screens in the room. The scenes appeared as though they were taken in daylight.

U.S. Photographer of the Year in 1972 and Magazine Photographer of the Year in 1976, Madden said the electronic picture can be made at speeds as high as 300,000 ASA "while most of your photographers use 400 ASA film."

Like many new electronic devices, the technology for the electronic still camera is at hand, but the current cost is prohibitive. Session moderator Walter E. Mattson, president of The New York Times Co., noted that "some of the most revealing and marvelous pictures of our time have been made electronically." He cited the example of the Mars photographs made by the space satellite. Madden showed the publishers other examples—most notably deep-sea photographs taken by an RCA color CCD camera.

The cost problem stems principally from storage, Madden said. Today the cost of the CCD chip needed to store the information from one photograph is approximately $15,000, he said.

ANPA Vice President/Technical William D. Rinehart said in a subsequent interview that the cost would be considerably less for a black and white CCD camera suitable for newspaper use. Because newspaper storage requirements for an electronic camera would be less than those for a high-quality color magazine, Rinehart disagrees with Madden's projection that general availability of such cameras is more than five years away. The ANPA technical chief believes three to five years is a more realistic estimate.

The CCD solid-state image sensor was invented in 1969 by two scientists from Bell Laboratories. It is an integrated circuit made from a silicon wafer. When the CCD camera scans an image, a series of voltage readings is recorded on the chip corresponding to the amount of light read from the image.

These electrical charges—representing the elements of the picture being photographed—are stored on the chip until they are transmitted and reassembled.

Rinehart notes that, by use of an ordinary telephone connection, the electronic still camera would allow near-instantaneous display on a distant video screen of a photograph as it is taken, and no matter where it is taken. A photo editor, for example, could call up a picture on his VDT, crop it electronically and, if working in color, even make color adjustments electronically while the photo is on the screen. If the newspaper had a full text and graphics pagination system, the editor could then send the electronic picture directly to the page generator (typesetter).

Madden told the newspaper executives he believes that any new equipment in this area initially should be able to produce hard copy to satisfy the needs of both the editors and existing newspaper photographic equipment.

He said, however, that the technology essentially allows bypassing the hard-copy stage and going directly from scanning the image to screening to page makeup.

He said National Geographic is working on an economy model electronic camera, with a $25,000 price tag, which should be completed by the end of this year. But that will represent only a step along the road toward readily available, cost-justified electronic still cameras.

His mission, Madden acknowledged after his presentation, is to use the enthusiasm generated by demonstration of electronic television cameras to encourage the print medium "to go after the still camera." □

Images in the darkened auditorium were clearly photographed by the electronic camera.

Technical service shortage growing worse for newspapers

There is a shortage of personnel to staff newspaper technical service departments, and it's going to get worse, according to Larry D. Strutton, production manager of the Rocky Mountain News of Denver.

More than 100 newspapers now have such departments for in-house maintenance and repair of electronic equipment [presstime, April, page 35].

Strutton, chairman of the workshop panel which focused on "Electronic and Mechanical Preventive Maintenance," cited several reasons for the shortage:

First, not everyone can become an electronic technician. The job requires a special aptitude and a special attitude.

Second, for the first time, newspapers are competing with other industries for people with the same skills. It has been estimated that by 1990, more than 15 million data communication terminals will be in use. And they will be tied into thousands of host computers.

Strutton noted that technicians change jobs frequently and are highly paid. No one knows for sure the extent of the current shortage, but an American Electronics Association survey conducted in California a year ago found that the state was short 40,000 technicians.

To ease the personnel shortage, newspapers should start now to recruit "young," Strutton said. Most junior high schools have a program called "exploring careers in the community," he noted. When students visit the newspaper, make sure the technical service department is included on the tour, he urged.

Strutton is working with high schools, junior colleges and adult vocational schools to fill the void.

He has compiled a list of every U.S. city that has an electronic vocational educational program with the name, address and phone number of the director of each school. He also has prepared a list of every school district that has an "exploring careers in the community" program with the person to contact.

The lists can be obtained by contacting Peter P. Romano's office at the ANPA Research Institute in Easton.

Panel member Douglas Fetterly emphasized *corrective* maintenance. Technical personnel now find themselves responsible for maintaining 75-100 devices where there used to be 15 or 20, noted the technical service manager of the Independent-Journal, San Rafael, Calif.

He said it is important for the operators of equipment and the technicians to maintain a good working relationship. An operator well-versed in the equipment's mechanical functions can more readily pass along information pertaining to the problem, which is vital in quick, effective troubleshooting; if there is no such rapport, the technician may receive merely the message that "my machine doesn't work," which wastes time, Fetterly noted.

Fetterly stressed the importance of having a reliable backup system and a complete set of spare parts—with a list of part numbers in the event a vendor needs to supply one in an emergency. He also suggests maintaining a relationship with a large number of suppliers and having certain test equipment and reference books on hand at all times.

Responding to a question from the audience, Fetterly estimated that the recommended test equipment could be purchased for less than $10,000.

In a presentation on *preventive* maintenance, Ray Frazier, president and general manager of the Lexington (Ky.) Herald-Leader Co., pointed out that such a program must be flexible. Technicians can be put to work in general overhaul and enlargement projects while waiting for emergencies to occur—thus maintaining their productivity, he noted.

Frazier recommended that statistics be kept to measure and control the growth of maintenance.

He also advised newspapers to sponsor a continuous training program for the in-house maintenance crews. That program should be reviewed constantly, he said, so that it keeps pace with increasingly sophisticated systems. □

Newspaper executives told how to establish,

In the workshop on "Building a Circulation Data Base," three speakers discussed how to establish, maintain and utilize such an information bank.

David DeJean, manager/circulation systems at The Courier-Journal and The Louisville (Ky.) Times, urged care in establishing a subscriber/non-subscriber computerized system [presstime, October, page 38]. He told the audience of newspaper executives to decide:

- "Things you are doing now that you want to continue doing"
- "Things you're doing you want to stop"
- "Things you can't or aren't doing now but want to"
- "Things you're not doing now and don't want to start."

DeJean listed several sources for address lists, noting that the local gas and electric company customer files are the best but not most easily obtainable lists.

It took The Courier-Journal two years to clean up the list it purchased through the Newspaper Advertising Bureau from Metro Mail, Lincoln, Neb.—not an inordinate amount of time, according to DeJean. DeJean added that the person purging the list felt it would have been easier to keypunch a list from scratch.

During the next several months, the newspaper will go through "the arduous process of obtaining from our carriers their secret knowledge of who our customers are." It will then keypunch the information into the 300,000-household data base.

Dennis J. O'Leary, manager/systems and data processing of Newsday, provided hints on maintaining a circulation data base. At Newsday, district managers are responsible for processing much of the 12,000 weekly start-stop transactions, a figure which swells to 25,000 during vacation periods, O'Leary said.

Under the current Newsday system, incorrect entries may go uncorrected for as

Design changes might not save on production

Redesign of a newspaper can simplify its makeup, but in the long run, there may be little or no savings in the production department because the new format could mean increased use of graphics and extra camera work.

For example, Glenn Shank, production director of Call-Chronicle Newspapers Inc in Allentown, Pa., told newspaper executives in the "People + Paper + Packaging + Planning = Profits" workshop that his company found "real advantages for production" with its recent new design. "There is less cutting apart of photocomp output, there is squaring off of the ads across the bottoms of the pages, dropping of rules around ads and the elimination of column rules in classified."

"On the other hand," Shank said, "we now are called upon to produce complicated type runarounds; make many charts, graphs and maps; use rules and boxes more extensively"; and produce more camera work.

The workshop also heard from William R. McGrath, graphics editor of The London (Ontario) Free Press, who said one of the most important elements in his newspaper's redesign was publishing a format guide. Copies were distributed to all editors, compositors and advertising employees. "People needed to know how to implement the new look," McGrath said, although "there are no 'musts' in the book."

Elements of the new Free Press design include a larger body type, rules above and below bylines and bolder graphics.

In another presentation, Frank J. Savino, vice president/marketing of The Record in Hackensack, N.J., stressed the importance of newspaper sectionalization. "We should break our newspapers down into as many sections as possible," he said, "and be consistent in what we do" so readers can be familiar and feel comfortable with their newspaper. "Advertising should be dummied into those sections which befit the editorial matter," he added.

Savino, current president of the International Newspaper Advertising Executives, also urged publishers to "police those ads which do not fulfill the claims they make." Fraudulent ads "destroy the credibility of the entire product," he warned.

The workshop also received preliminary results of a readership study conducted by the American Society of Newspaper Editors Readership and Research Committee—part of the Newspaper Readership Project—with assistance of Yankelovich, Skelly and White Inc. [presstime, May, page 34].

Besides indicating some general preferences—such things as expanded news summaries and indexes for occasional readers, larger headlines, larger body typefaces and no jumped stories—the study also "seems to suggest that the (interview) technique is feasible for most newspapers (which) might wish to test-market changes . . . before committing themselves," said Maxwell McCrohon, vice president and editor of the Chicago Tribune.

A full report will be issued later this year, he added.

Shank of Call-Chronicle Newspapers said his company's redesign was based on a single premise: "The first rule is that there are no rules." He said such calculated free-wheeling has included, to the benefit of production personnel:

- Full-size layouts for many pages. "The design editors are very explicit about all the components, so guesswork is removed when the page is assembled."
- Not having to justify columns and not having to eliminate white space in many instances. "Allowing white space above the head of a story that is short eliminates the need to cut paragraphs apart to take up the extra space. You still get the same amount of information on the page, but the vertical white space is all at one place."
- Allowing ragged-bottom columns of type.

But he said production personnel had to knuckle down in other areas to accommodate the expanded use of color (which requires multiple amberlith and screened overlays), more overprinting and the skewing of type around art. □

maintain and use a circulation data base

long as six days because starts and stops are not validated against the 900,000-subscriber/non-subscriber data base until the data base itself is updated. This happens thrice weekly.

"Two to three days can elapse between the time the transaction is prepared and the time the file is updated and the transaction validated. If a district manager mistakenly processes a new start for an existing subscriber record, he does not find out about this until three days later, and then another three days can elapse until he corrects it," O'Leary explained. He recommended daily updating and validating of transactions.

O'Leary mentioned other ways newspapers can maintain file accuracy, including verifying each start and stop with customers, having customer service and telephone solicitation personnel routinely verify the facts, and directing district managers and carriers to check updated lists against actual deliveries.

James V. Gels, director of consumer marketing at The Miami Herald, told how to make computerized circulation data bases pay.

In "non-selling marketing," Gels said, circulation data bases can improve customer relations, verify new orders prior to costly processing and identify high-risk customers.

In direct selling, non-subscriber files can be used to target solicitations and to provide market saturation for advertisers. The data base also can alert the circulation department to problem areas involving cancellations, as well as to sales leads.

Gels recommended that newspapers lacking a circulation data base—which included most of those represented in the audience—design systems which include fixed formats that match easily with other computerized lists, allow space for census information and include postal and carrier-delivery sequential information. □

FORUMS 80

Second session day: June 10

- An optimistic newsprint forecast . . .
- The computerized newspaper "morgue" . . .
- Improving mailroom efficiency . . .
- Newspapers and energy management . . .

More mill capacity brightens newsprint picture, Udell says

The second general session heard an upbeat projection on newsprint supply and demand, a challenge to improve press productivity, a review of crippling governmental regulations and a pitch for strategic planning by newspapers.

Dr. Jon G. Udell, Irwin Maier professor of business at the University of Wisconsin, said the **newsprint** situation should improve as additional North American mill capacity comes on stream.

By 1982, he said, capacity will increase to 15 million metric tons, compared to last year's 12.9 million tons [presstime, February, page 56].

Because of the recession and inflation, this 17-percent growth rate for capacity almost surely "will equal or exceed" the growth rate of U.S. newsprint consumption, which was 17 percent during the relatively good economic years of 1977-79, Udell added.

However, he noted that "the adequacy of supply is dependent upon the utilization of the capacity." Major strikes in the newsprint industry or among the railroads could result in "severe shortages," he said.

Udell, who serves as ANPA's economics consultant, also observed that "certain electronics enthusiasts" who are forecasting the demise of the printed daily newspaper are advising newsprint producers to "stop expanding."

"I believe the producers have the wisdom to receive that message with great skepticism," Udell said, although there is "some evidence" that a few may be re-examining expansion plans for the late 1980s. ANPA is monitoring the situation, Udell said.

For complete text of Udell's speech see page 52.

In the second presentation of the session, Roger V. Dickeson, president of Printing Efficiency Management Corp., challenged newspaper executives to take steps to improve efficiency in the **pressroom.**

Dickeson said his Canton, Conn.-based company has developed a computerized press-management system along the lines of an accounting scheme. The system was devised for the commercial web-offset field, but Dickeson suggested that it could be adapted by newspapers.

Commercial printers employing it have enjoyed a huge reduction in newsprint waste on their web presses—from 24 percent to 14 percent—"and it will go on down through the 10-percent barrier," Dickeson predicted.

Correspondingly, press productivity—"net production per manned hour"—has jumped 25 percent, he reported, "and that will increase as technique grows."

Dickeson contrasted the "dreadful" commercial web-offset figures with "delightful" quarterly newsprint-waste statistics, compiled by the ANPA Research Institute, which show a spoilage factor of only 3 to 4 percent.

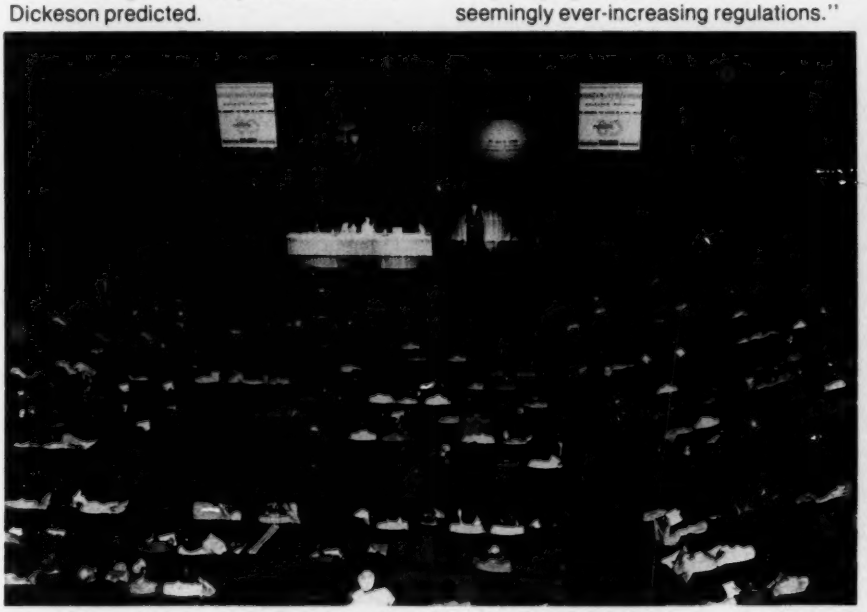
But he said there has been no discernible improvement among newspapers in recent reporting periods. And data on newspaper press productivity apparently are non-existent, he observed.

This information is obtainable, Dickeson continued; newspapers need only conduct a "situation analysis," covering such factors as press running speeds, stoppages, maintenance, overruns, roll changes, press-crew performance and reporting procedures.

The gathering and synthesizing of this information can pave the way for improved press efficiency, he said.

George R. Cashau, coordinator of operations for ANPA/RI, then reviewed the "avalanche" of **governmental regulations** affecting newspapers.

"We keep getting more laws and more agencies involved in the operation of our business," he said, "with the end result not justifying the preponderance of these seemingly ever-increasing regulations."



Crowd in Georgia World Congress Center auditorium hears optimistic newsprint forecast.

Cashau spotlighted the new Occupational Safety and Health Administration regulations on potential carcinogens in the workplace [presstime, April, page 15]. Cashau said that OSHA plans to release a list of potential cancer-causing substances in about three months and to update it on a semi-annual basis thereafter.

If an industry uses one or more of the identified chemicals and can find no adequate replacements, it may have to provide protective clothing and equipment, engineering controls, warning signs and labels, and medical surveillance, he said.

On the good-news front, Cashau noted that the Environmental Protection Agency recently dropped its investigation of graphic-arts-industry effluents, with the exception of those from metallic platemaking and gravure-cylinder preparation [presstime, June, page 10]. "EPA could find no significant amounts of toxic pollutants in effluents from newspapers and other graphic arts shops," he reported.

And the ANPA/RI environmental expert said tests by OSHA, the National Institute of Occupational Safety and Health, state agencies and private industry have shown that video display terminals emit levels of radiation which are far below exposure limits "set by responsible medical people" [presstime, June, page 43].

In his talk on **"Strategic Planning"** which concluded the session, Carter F. Bales, director of McKinsey & Co. Inc. in New York City, said newspapers face a "new era of competition. What this means is that it's going to be much tougher in the '80s for newspapers to maintain the robust earnings that many of you have enjoyed, let alone profitably grow" in advertising and circulation, the self-professed "doomsayer" declared.

There will be sterner competition among newspapers—big-city dailies versus suburban papers, for example—and there will be intense competition from what Bales termed "substitute products," such as shoppers, cable television, radio and even nationally distributed newspapers.

Trends in customer behavior also pose a threat, he continued, specifically "the coming in-home video revolution" that could spark an increase in the time people spend in "non-reading activities."

Against that background, Bales recommended that newspapers begin, if they haven't done so already, to plan strategically to meet the competition. "I submit that the newspaper industry can no longer rely on the classic approaches to the market that have served it so well in the past," he said. "Starting now, and in the future, I think that you're going to need explicit, market-oriented business strategies to differentiate yourself from your print and non-print competitors. . . .

"To beat the competition," Bales said, newspapers must:

- Understand "the dynamic relationship between your customers, your own business and your competitors, in light of the forces at work in your industry"
- Identify "where you now have or could gain a sustainable advantage versus the competition"
- Spell out in detail "what must be done to bring the company's plans to life."

Bales mentioned several "golden moments" in strategy, whereby companies gained competitive advantage and subsequently realized large profits: Savin Business Machines versus Xerox Corp. in the plain-paper copier market; Haynes Corp. versus the field in the pantyhose market; and Laker Airways versus established trans-Atlantic carriers on the New York-London route. Newspapers can learn from those examples, he said. □

Neglected in recent technological boom, mailrooms now receiving some attention

There is perhaps more need for research about distribution than any other aspect of the newspaper business, the workshop on "Improving Efficiency in the Mailroom" was told.

Moderator Gene McDavid, vice president/operations of The Houston Chronicle and chairman of the ANPA Task Force on Distribution, noted that other newspaper functions have gained a "technological 'head start' " over distribution, which he defined as the "process which begins with the press folder and ends with the delivery of the product to the customer."

Some technological advances in distribution already have been made, the panelists noted.

Ronald L. Rickman, publisher of the Quad-City Times in Davenport, Iowa, cited the development of a low-energy sensor which controls the count of the newspaper stack and bundle with great accuracy. And he predicted other new products and methods will overcome current mailroom problems.

"Computer equipment will be broadly applied for monitoring and control purposes," he said, "but more importantly, certain computer peripherals will be located in the work area, which previously was unheard of." Rickman said the computerized distribution system now being installed at the San Jose (Calif.) Mercury and News reflects a trend.

Discussing equipment selection, Robert L. Busch Jr., manager of industrial engineering for Knight-Ridder Newspapers Inc., emphasized the need to analyze inserting requirements thoroughly before buying. Analysis is difficult, he said, because of the variable work load from day to day and week to week.

Busch suggested developing an average workweek by reviewing all the inserting done during the past year and then writing a work schedule for existing and proposed systems based on that average week to determine labor savings. Then compare the labor saved by each alternative method of inserting to the capital investment required for each alternative, he added.

Robert L. Moyer, vice president/operations for Small Newspapers, focused on the current productivity of inserting machines, based on a survey conducted by the ANPA Research Institute. He has a special interest in inserter equipment because his Kankakee, Ill.-based group does not have any mechanical inserters at its six newspapers.

Inserting machines are not producing according to manufacturers' claims, Moyer said, but poor productivity is not necessarily the fault of the equipment. He noted six factors affecting inserting productivity: supervision, operating personnel, type and size of insert, condition of insert, the equipment and maintenance. □

Ways to save energy studied in workshop

Newspapers can get big paybacks on investments to save energy—and often in a short time.

That was the message of four newspaper executives at the "Energy Management" workshop who outlined how their companies have insulated themselves from the shock of surging power costs and tightening supplies.

There was even the good news that the energy crisis is "getting us off our complacent 'cans' and making us progress as we should have . . . years ago," in the words of John L. Irvin, assistant operations manager of the St. Petersburg (Fla.) Times and Evening Independent.

The Times built a new Clearwater office that uses solar power and reduced heating and air conditioning costs by more than half, Irvin said [presstime, October, page 7].

The company performed a detailed energy audit, installed an IBM System 7 Energy Management Computer System, reduced lighting levels and recalibrated thermostats.

Atlanta's new convention hall was scene of all sessions as well as equipment exhibition.

The St. Paul (Minn.) Dispatch and Pioneer Press installed a $20,000 Seaboard Energy Management System that saves an annual $14,000-$15,000, Mechanical Superintendent Lloyd J. Barnes said. The system coordinates operation of "controllable loads," which he defined as "anything in your plant that can be turned off for a few minutes without affecting productivity or employee comfort."

A controllable load can be fans, battery chargers, water heaters, a snow melter, strap heater and other equipment.

The Dispatch and Pioneer Press system can handle such loads in three ways:

- By programming to shut off certain equipment at certain times of the day or night when they are not needed
- By turning the equipment on and off in a given cycle
- By shedding, or turning off, certain equipment when an established peak demand goes beyond a certain limit.

The Home News in New Brunswick, N.J., also implemented a Seaboard Energy System Inc. program last year that Production Manager James P. Quinn said will pay for itself this year.

The Anniston (Ala.) Star was able to reduce by 26 percent the first year its peak demand after installing a demand controlling system [presstime, October, page 44]. It cost about $5,300 to install, President Phillip A. Sanguinetti said, and produced savings in the first year of $3,577.

The panel generally agreed with workshop Chairman Wayne Perry, vice president and production director of the Chicago Tribune, who ended the session with this comment: "When you invest $5,000 and get back $3,000 in one year, you can't sit on your hands much longer." □

Speeches available from Forums '80

Single copies of the following Forums '80 speeches are available from the Public Affairs Department at The Newspaper Center:

Monday, June 9

Opening Session

- **Address by ANPA Chairman and President Katharine Graham,** chairman of the board, The Washington Post Co.
- **Report from the ANPA Laboratory and Production Management Committees,** Uzal H. Martz Jr., president and publisher, Pottsville (Pa.) Republican; chairman, ANPA Laboratory Committee.
- **Satellite Report,** Stanton R. Cook, chairman and publisher, Chicago Tribune; chairman, Joint Satellite Task Force; member, ANPA Board of Directors.

Workshop, "People + Paper + Packaging + Planning = Profits"

- **Presentation by Maxwell McCrohon,** vice president and editor, Chicago Tribune.
- **Presentation by Frank J. Savino,** vice president/marketing, The Record, Hackensack, N.J.; president, International Newspaper Advertising Executives.
- **Presentation by Glenn A. Shank,** production director, Call-Chronicle Newspapers Inc., Allentown, Pa.

Workshop, "Circulation Data Base"

- **Presentation by David DeJean,** manager/circulation systems, The Courier-Journal and The Louisville (Ky.) Times.
- **Presentation by Dennis J. O'Leary,** manager/systems data processing, Newsday, Long Island, N.Y.
- **Presentation by James Geis,** director of consumer marketing, The Miami Herald.

Workshop, "Electronic and Mechanical Preventive Maintenance"

- **Presentation by Larry D. Strutton,** production manager, The Rocky Mountain News, Denver.
- **Presentation by Ray Frazier,** president and general manager, Lexington (Ky.) Herald Leader Co.
- **Presentation by Douglas Fatterly,** technical service manager, Independent-Journal, San Rafael, Calif.

Tuesday, June 10

General Session, "Guideposts '90s"

- **WOW: War on Waste,** Roger V. Dickeson, president, Printing Efficiency Management Corp., Canton, Conn.
- **Environmental Confrontation,** George R. Cashau, coordinator of operations, ANPA/RI.
- **Strategic Planning,** Carter F. Bales, director, McKinsey & Co. Inc., New York City.

Workshop, "Automating the Newspaper Library"

- **Presentation by Shirley E. Mooney,** library manager, Pacific Press Ltd., Vancouver, British Columbia.
- **Presentation by Larry J. Elliott,** special projects coordinator, Edmonton (Alberta) Journal.

Newspapers face choice in automating libraries

Publishers planning to bring their "morgues" into the electronic age have two basic choices before them, a workshop on "Automating the Newspaper Library" was told.

• **The computer-assisted system.** Articles and photographs appearing in the newspaper are placed on microfilm or microfiche (or can be retained in the form of clippings). Librarians then index each entry in the computer. A reporter who wishes certain information then goes to the computer terminal, punches the proper index code and the computer sends back a message telling him or her what is in storage on that subject and where.

• **The full-text, on-line system.** After they are published, articles are called up from the central computer and displayed on terminals. The librarians then check the articles for typographical errors, index them and return them to the computer for storage. A reporter can call up the stories on the terminal screen and get a hard-copy printout of those he or she needs [presstime, December, page 28].

Workshop participants assessed the relative merits and drawbacks of each system.

Shirley Mooney, library manager of Pacific Press Ltd. in Vancouver, British Columbia, noted that the computer-assisted system is less expensive and can embrace photographs and other graphics. However, because the computer only directs the searcher to the place where the desired material is stored, using this system is more time-consuming.

The automated full-text system, on the other hand, is more expensive, cannot handle photographs—but it does provide the wanted information on the VDT screen.

Larry J. Elliott, special projects coordinator of the Edmonton (Alberta) Journal, warned that both types of systems—but particularly the full-text one—are geared toward professional librarians and researchers. He said that reporters often may need assistance in locating specific data.

Whichever system is selected, a newspaper can expect slow delivery, user resistance, equipment failures and constant software adjustment during installation, workshop speakers agreed. They suggested maintaining a parallel, manual storage system during the installation period.

Although the capital investment in a computerized library is a major one, the panel stressed the importance of bringing the library into the same electronic era as newsrooms, circulation departments and other segments of the newspaper business.

Moreover, in the long run, newspapers may even be able to recoup some or all of the expense by selling data in their computerized libraries to information vendors, local businesses, law firms, government libraries, public libraries and universities, said Chicago Sun-Times Head Librarian Ernest Perez.

The Edmonton Journal's Elliott also said that newspapers eventually may share their information banks with each other, making them that much more valuable.

Electronics in the newspaper library also was discussed during a June reception at The Newspaper Center in Reston, held in conjunction with the Special Libraries Association's Newspaper Division meeting in Washington. Newspaper librarians reported that some newspapers are delaying the automation of their libraries. They are waiting for further technological developments, such as the adaptation of the micro-computer to the library, and also to learn from others' mistakes, the librarians reported. □

Workshop, "Improving Efficiency in the Mailroom"

- **Presentation by Gene McDavid,** vice president/operations, Houston Chronicle.
- **Presentation by Robert L. Moyer,** vice president/operations, Small Newspapers, Kankakee, Ill.
- **Presentation by Robert L. Busch,** manager of industrial engineering, Knight-Ridder Newspapers Inc., Miami.
- **Presentation by Ronald L. Rickman,** publisher, Quad-City Times, Davenport, Iowa.

Workshop, "Energy Management"

- **Presentation by John L. Irvin,** assistant operations manager, Times Publishing Co., St. Petersburg, Fla.
- **Presentation by Phillip A. Sanguinetti,** president and general manager, The Anniston (Ala.) Star.
- **Presentation by Lloyd J. Barnes,** mechanical superintendent, St. Paul (Minn.) Dispatch and St. Paul Pioneer Press.
- **Presentation by James P. Quinn,** production manager, The Home News, New Brunswick, N.J.

Wednesday, June 11

General Session, "Telecommunications '80s"

- **Presentation by Charles H. Everill,** corporate vice president and president/national group, Harte-Hanks Communications inc., Hamilton, Ohio.
- **Presentation by David M. Carlisle,** president and chief executive officer, Infomart, Toronto.
- **Xerox XTEN,** William M. Combs, vice president/marketing, XTEN, Woodland Hills, Calif.
- **The 1980s: An Overview,** Richard E. Wiley, managing partner, Kirkland and Ellis, Washington, D.C.; former Federal Communications Commission chairman.

Workshop, "Third Generation Systems: Pagination, Computers, Phototypesetters"

- **Presentation by Joseph Ungaro,** vice president and executive editor, Westchester Rockland Newspapers Inc., White Plains, N.Y.
- **Presentation by John F. Jansson,** assistant editor/editorial operations, Chicago Tribune.
- **Presentation by Timothy Benjamin,** research and development manager, and John Hill, director of data processing, San Francisco Newspaper Agency.
- **Presentation by Richard A. Ahlstrom,** vice president and production director, Westchester Rockland Newspapers Inc.

Workshop, "Printing Presses—Options and Decisions"

- **Presentation by Raymond R. Dittrich,** vice president, News America Publishing Co., New York City.

Workshop, "Transportation"

- **Presentation by Charles M. Griner,** circulation director, The Press, Atlantic City, N.J.
- **Presentation by C. R. "Dick" Pickens,** president, Charles W. Pickens Co., San Marino, Calif.

Third session day: June 11

- A telecommunications overview . . .
- The promise of full-page pagination . . .
- Press technology comes into its own . . .
- Keeping delivery fleets in tune . . .

Experts see threat, promise in telecommunications devices

Advancements in the marriage between computers and telecommunications are "technological termites" to the newspaper business. "They're going to take a bite out of us here, out of us there."

With that, Charles H. Everill, corporate vice president and president/national group of Harte-Hanks Communications Inc. and a member of the ANPA Telecommunications Committee, set the stage for the third general session, "Telecommunications '80s." It featured telecommunications industry representatives who examined videotex [presstime, June, page 18], home computers and satellite communications.

Moderator Everill characterized those areas as offering services which "in not too many years or perhaps months, in some cases . . . could begin serving some of the needs of our customers."

Newspaper executives also were told, however, that they can harness the new technologies to better deliver their own product and to ensure newspapers' prosperity instead of their demise.

"The use of computer communications to publish information electronically is already more cost effective than print in many applications," said David M. Carlisle, president and chief executive of Infomart, a Canada firm offering videotex.

"The threat is, of course, that any entrepreneur can set up a videotex business and start calling on your advertisers tomorrow," he told the large gathering.

Advertisers could find videotex "potentially the most cost-effective medium (they have) ever seen," Carlisle continued. "Videotex has the capability to improve the precision and effectiveness of advertising programs. . . . An advertiser can know who has looked at a page and when by geographic and user categories right up to the present minute."

The earliest videotex application is in direct marketing, he said, "where it offers convenience and cost-effective 'teleshopping' services—everything from travel packages and comparison shopping of brand name products to subscriptions and classified ad systems."

But while the technology exists, will its home use catch on?

Apple Computer Inc. Executive Vice President Thomas Whitney thinks it will.

Apple, which manufactures "personal" or "home" computers, a key element in a videotex system, believes decreasing costs (down to $300 or $400 by the late 1980s), increasing public awareness of computer capabilities and expanding services could help make home units as common as television sets.

About half of all home computers bought in the late 1980s will be purchased primarily as communications products, Whitney said. Twenty percent will be purchased for data management; 15 percent for education ("One can see the advertising now—'if you really care about your child, you'll use the XYZ computer.' "); 10 percent for entertainment (the main purpose of today's under-$1,000 personal unit); and 5 percent for automatically controlling home equipment such as the coffee pot, lawn sprinkler or security system.

To illustrate possible uses of a home computer, Whitney offered these scenarios:

- An engineering programmer stays home on Mondays, Wednesdays and Fridays but still works through his personal computer that is connected via phone line to his office. Another employee stays home Tuesdays, Thursdays and Saturdays. The employer is happy because office space is expensive and he's saving money. The government is pleased because energy consumption is decreased.

- A housewife begins her day by calling up on her personal computer the specials from local grocery stores. After comparing prices, she arranges for delivery the following day. She authorizes payment of utility bills by an electronic transfer of funds. Later in the day she tunes in to read the afternoon news, provided by the local newspaper, and checks on weather and stocks. Her son comes home from school and begins his homework—using the computer, of course. He is reminded of a family rule: no computer games until the homework is finished.

For complete text of Whitney's speech see page 47.

"Telecommunications '80s" also featured a presentation on the Xerox XTEN, a nationwide, high-speed, digital communication network now being tested that uses satellites and microwave transmission. Xerox Vice President/Marketing William M. Combs said the company hopes to get Federal Communications Commission approval for permanent operation the end of this year.

And former FCC Chairman Richard E. Wiley reiterated comments he made at the 1980 ANPA Convention in April [presstime, May, page 10]. Successful newspapers "should be those which are able to meet the needs of their customers by distributing information and entertainment products not only by existing delivery systems but through various new means of distribution," he said.

Infomart President Carlisle agreed. "First," he advised, "if there is any videotex activity in your market or planned for your market, become fully involved—if the opportunity is still open to you. That would mean you are reacting to events controlled by others."

A second and "better way" to guard against damage to a newspaper is to "initiate action yourself so that you are controlling videotex developments in your market."

Carlisle added, "The organizations that may get hurt are the ones that are asleep." □

New press technology examined

The workshop on "Printing Presses—Options and Decisions" began with this observation from session chairman John Sacchia, national production manager of Hearst Newspapers:

"Someone remarked to me yesterday that there seems to be more press equipment on the (exhibit) floor than front-end systems. I think this tells us something: that there's a change, a much-needed change, coming."

And each of Sacchia's three workshop panelists provided details of recent technological developments in the press field.

Joseph A. Riggs Jr., vice president/operations of The New York Times, described the conversion of a Goss Mark II letterpress unit at its Manhattan plant to the offset printing process [presstime, March, page 44].

Riggs said that the converted unit, which has been in operation since last December, has matched the quality of the newspaper's conventional offset presses at its Carlstadt, N.J., plant.

The blanket-to-blanket offset conversion method being used by the Times was developed by Publishers Equipment Corp. of Dallas. Based on the successful performance of the first converted unit, the newspaper plans to convert its remaining 71 letterpress units, he reported.

Raymond R. Dittrich, vice president of the New York City-based News America Publishing Co., then described the recent movement of the ANPAPRESS™ concept from the laboratory to field testing and to the manufacturing stage [presstime, June, page 6].

Field testing of the ANPAPRESS "anilox" or flexographic-style inking system continues successfuly at single-width and double-width letterpress units in Gloucester, N.J., and Boston, Dittrich reported. He urged other newspapers to join in testing the retrofitted ink system.

Dittrich also noted the display of the Tokyo Kikai Seisakusho Ltd. lightweight press in the exhibit hall [presstime, June, page 4], as well as two other, less-heralded entries into the newspaper anilox-inking-system area.

The TKS unit displayed at the Conference weighs 8 1/2 tons, or about 40 percent of a conventional, double-width unit, Dittrich said. It requires only 25 horsepower to run at the rate of 60,000 newspapers per hour, he added.

Dittrich identified the other two ANPAPRESS adaptations as those of two companies which have been in the commercial flexographic field but now are entering the newspaper press market: Kidder-Stacey, a division of Motter Printing Press Co., and Faustel Co. Inc.

The third panelist, Irving Newhouse, director of engineering and research for Newhouse Newspapers, covered a number of other recent developments: the TKS letterpress-to-offset conversion at the Columbus (Ga.) Ledger and Enquirer and at The Detroit News; the LOC (Letterpress to Offset Conversion) System of Smith RPM Corp., employed by the Los Angeles Times; and the announcement that the Harris Corp. will market a new arch-type offset press [presstime, June, page 4] □

Sacchia tells workshop a change in press technology is coming.

Kathleen Criner, recently named ANPA's first director of telecommunications affairs, accompanied newspaper executives to the Cable News Network studios in Atlanta.

ANPA officials queried on new cable network

Several ANPA officials, at the end of a busy Conference day, participated in a live, call-in talk show at the studios of Ted Turner's much-publicized Atlanta-based Cable News Network.

Anchorwoman Sandy Freeman quizzed ANPA Production Management Committee Chairman Walter E. Mattson, president and chief operating officer of The New York Times Co., and Production Management Committee members W. Thomas Johnson, publisher of the Los Angeles Times, and Robert G. Marbut, president and chief executive of Harte-Hanks Communications Inc., who also is chairman of ANPA's Telecommunications Committee.

Topics of the discussion included competition between television and newspapers and the ramifications of new technology. □

Pagination: The next newsroom breakthrough

Pagination will affect the newsroom in the 1980s in the way front-end systems changed the lives of reporters and editors in the '70s, predicted the moderator of the workshop on "Third Generation Systems: Pagination, Computers, Phototypesetters."

Joseph M. Ungaro, vice president and executive editor of Westchester Rockland Newspapers Inc., White Plains, N.Y., defined pagination as the positioning of text and graphics on a page so that a typesetting device or plate-making device can produce the page in one unit. "In its basic form," he said, "you might call it electronic pasteup."

Ungaro described five principal approaches to pagination, including the "interactive" system chosen by his company whereby the editor does the final editing, headline writing and positioning of text and graphics at one work station.

Richard A. Ahlstrom, vice president and production director, elaborated on the HASTECH PagePro editorial text positioning subsystem to be installed at the Westchester Rockland Newspapers in August.

Early next year, he reported, HASTECH (a subsidiary of Hendrix Electronics Inc.) will develop a display-advertising, text-positioning capability using the same PagePro equipment with the addition of a graphic tablet. This will make it possible for the photocomposition machine to produce the entire editorial and advertising text of the page at the same time.

John F. Jansson, assistant editor/editorial operations of the Chicago Tribune, explained the pre-publishing system being developed by his company and Hendrix. The editorial system will be installed before the end of the year, and the classified system will follow, he said.

The Tribune's VDTs were designed with human factors in mind, Jansson said. This includes clearly defined characters in a 9-inch by 13-inch dot matrix, a polarized screen that reduces glare and can be tipped to further reduce reflections, a detached keyboard, and a screen that can be adjusted upward for tall people and downward for short people. Furniture has been especially designed to improve working conditions, he added.

The history of the production system at the San Francisco Newspaper Agency, the company that provides all non-editorial services for the San Francisco Chronicle and the San Francisco Examiner, was traced by Timothy J. Benjamin, research and development manager, and John W. Hill, director of data processing.

The Chronicle system now supports 126 VDTs and 10 portable terminals. The Examiner has 96 in-house VDTs and 10 bureau and remote terminals.

In classified advertising, the San Francisco company is phasing out scanners and implementing on-line entry of copy. When completed, the system will have 72 terminals attached to it, Benjamin and Hill reported.

An on-line circulation system installed to handle home-delivery subscriptions and complaints has been extended to include a subscriber file in which about 400,000 names and addresses are stored, they added. A routing file containing all the San Francisco Bay area streets also is on-line so that any new subscriptions can be routed to the carriers.

John E. Leard, vice president and executive editor of Richmond (Va.) Newspapers Inc., gave a brief report on a survey covering the use of the ANPA/RI wire service guidelines. The survey revealed that the basic guidelines are well-used, he reported. He also said an expansion of the news category field to provide a further division of certain copy is under consideration. □

Concern over gasoline, other fuels dominates transportation workshop

As gasoline becomes increasingly scarce, more newspapers are turning to alternative transportation fuels—with propane the most reliable and economical one so far.

But while experts foresee no short-term scarcity of the natural resources used in producing these substitute fuels, they may prove to be as hard to get as fuels commonly used today because of long lead times needed for development, a Baltimore transportation consultant said at the workshop on "Transportation."

Environmental and economic constraints pose particular stumbling blocks to production, added Thomas J. Timbario, program manager/transportation-fuel systems of Mueller Associates Inc.

Timbario predicted that gasoline use in the United States will peak in this decade, then level off. According to his forecast, there will be a dramatic increase in use of diesel fuel and unleaded gasoline, while leaded and premium grades will become symbols of the past; alochol-blended gasolines and synfuels also will become prominent.

Charles M. Griner, circulation director at The Press in Atlantic City, N.J., listed a number of alternative fuels, including grains, coal, "plain old garbage" and other materials. Hydrogen, he added, is "attractive" because of its long-term availability.

Today, propane is the most widely used alternative transportation fuel among newspapers (such as The Dallas Morning News, The Progress of Clearfield, Pa., Capital Newspapers of Albany, N.Y., and Westchester Rockland Newspaper Inc. of White Plains, N.Y.), Griner reported.

The workshop also explored delivery fleet maintenance and route structure.

Atlanta Newspapers Fleet Operations Manager Richard R. Mayfield said keeping thorough maintenance records may be "time consuming, but it pays off. Good records save us money."

And Charles R. Pickens, president of Charles W. Pickens Co. of San Marino, Calif., said newspapers must make sure that routes are as "compact as possible and that they don't cross one another or duplicate stops."

"Very few products are as time-critical as a newspaper," he told the workshop. "Efficient production, aggressive sales and excellence of product are of little value if the paper cannot be delivered in a timely, effective and economical manner to the consumer. And every day, you have to start all over again." □

ANPA/RI's Romano picks exhibitor's name in drawing for space at sold-out '81 Conference.

Production Conference growth mirrors technology explosion

Statistics attest to the enormous growth of ANPA's annual equipment and technology extravaganza, but numbers alone do not tell the whole story.

Attendance was in the 1,500 to 2,000 range during the 1960s, with the exception of the 1969 gathering in Chicago that attracted what was then the eye-popping crowd of 3,861.

In the 1970s, the Conference grew steadily, passing the 10,000 mark for the first time in Atlantic City, N.J. (the site of next year's affair), in 1974.

The five-day event just completed in Atlanta drew 12,990 people—newspaper personnel, exhibitors, working press and others —the second-highest attendance ever. The record of 13,130 was set in Las Vegas, Nev., last year, when the Conference was held in conjunction with the annual Congress of the International Federation of Newspaper Publishers.

Of the 12,990 total, 6,625 obtained green exhibitors' badges. ANPA/RI officials said this figure was inflated significantly because many exhibitors' badges went to non-exhibitors to allow them access to the exhibit floor during non-exhibit hours.

If there was a disappointment in the Atlanta turnout, it was that registration for the general sessions and workshops declined from 3,044 to 2,497, Conference Director Peter P. Romano said.

Romano, who is director of the ANPA Research Institute Production Department, attributed the drop to the cutback in sessions from four days to three, and to the worsening national economic situation.

ANPA/RI Production Engineer Clifford Hansche, who oversees Conference registration, said that nearly all of those who attend the sessions are from newspapers. Hansche said that analyses of their registration forms show that there has been a distinct change in the type of newspaper people lured to the Conference. Whereas a decade ago the largest group was comprised of foremen, supervisors and engineers, the majority now are company decision-makers: publishers, vice presidents, general managers, business managers, controllers, production managers, plant superintendents and the like.

The Conference also has become decidedly more cosmopolitan, with the number of foreign visitors jumping from 372 in Anaheim, Calif., in 1977, to 711 in St. Louis in 1978, 1,177 in Las Vegas in 1979 and 609 (from 42 countries) in Atlanta this year.

The exhibits, of course, also have grown tremendously. What was known as the ANPA Mechanical Conference in 1960 could have been staged in a good-sized suburban home, requiring as it did only 2,500 square feet.

Until 1970, most Conferences were held in hotels. But the explosion of new technology—and "the acceptance of that new technology by publishers as necessary to the continued well-being of the newspaper business," as ANPA President/Technical William D. Rinehart put it—forced the Conference into large convention halls.

Nowadays, single exhibits can require as much as 8,000 square feet. And with more than 200 exhibitors, the result is that the ANPA trade show now fills cavernous halls like the Georgia World Congress Center in Atlanta. Exhibits there in June consumed a record 195,000 square feet of space, up from 175,900 in Las Vegas last year.

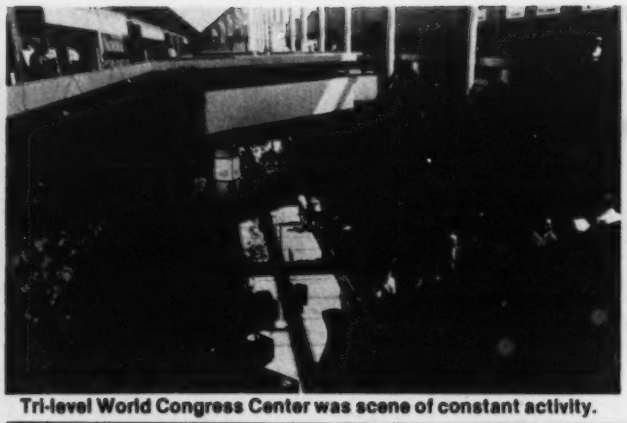
Romano reported that space for the 53rd Annual Conference in Atlantic City June 6-10, 1980, was sold out as soon as it was made available in Atlanta. Space is sold (at $4.75 per square foot for booths of 400 square feet or less, $4.50 per square foot for larger booths) following a random drawing of names of manufacturers seeking to display their equipment.

In fact, demand for the 185,000 square feet of regular exhibit space at the Atlantic City Convention Center exceeded the supply by an estimated 30,000 to 40,000 square feet, Romano said. He added that ANPA is now working with Atlantic City officials—and with 40 suppliers whose names remained in the fish bowl at the drawing after the last space was sold—to resolve the problem, possibly by placing some exhibits in upper-level meeting rooms or in a lower-level garage.

Already the largest gathering of newspaper people in the world, and the largest display of newspaper equipment under one roof, the Conference is now so big that no more than four North American cities have the convention hall, hotel rooms (about 7,000 were occupied in Atlanta), transportation network and other necessary facilities to accommodate it. They are Atlantic City, Dallas (1982), Las Vegas (1983) and Atlanta, where the Conference is scheduled to return four years hence.

And Rinehart expects the growth rate to accelerate, as more and more newspaper companies examine the possibility of expanding into the electronic means of distributing information—and as the suppliers of cable, data-retrieval and other electronic hardware seek out these potential buyers.

"We had only a smattering of this type of equipment in Atlanta," he noted. □



Tri-level World Congress Center was scene of constant activity.

ANPA Vice Chairman William C. Marcil (left) presents plaques in recognition of service to former ANPA Laboratory Committee Chairman Arnold McDonald (center) and to former ANPA Production Management Committee Chairman Richard D. Blum.

Exhibitors at 52nd Annual Production Management Conference

Agfa-Gevaert Inc., Teterboro, N.J.
Almanax, Nanuet, N.Y.
AlphaKey Systems, Niles, Ill.
AM ECRM-AM Varityper, Bedford, Mass.
AM Varityper, Hanover, N.J.
Amergraph Corp., Sparta, N.J.
American Printer, Chicago
ANPA, ANPA/RI, ANPA Foundation, ANPA Credit Bureau Inc., Reston, Va., and Easton, Pa.
Applied Learning Corp., King of Prussia, Pa.
Associated Press, New York City
Atex Inc., Bedford, Mass.
Autologic Inc., Newburg Park, Calif.
Azoplate, Murray Hill, N.J.

Baldwin-Gegenheimer Corp , Stamford, Conn.
Baleking Systems Inc., Portland, Ore.
Beach Manufacturing Corp., Huntington Beach, Calif.
Berkey Technical Co., Woodside, N.Y.
Berthold of North America, Paramus, N.J.
Business Controls Corp., Elmwood Park, N.J.
Butler Automatic Inc., Canton, Mass.

Camex, Boston
Capital Elevator Sales Inc., Columbus, Ohio
Chesley F. Carlson Co., Minneapolis
Carnfeldt America, Hackensack, N.J.
Cary Company Inc., Barrington, Ill.
Chemco Photoproducts Co., Glen Cove, N.Y.
CK Optical Co. Inc., Redondo Beach, Calif.
Collier-Jackson and Associates Inc., Tampa, Fla.
Composition Systems Inc., Elmsford, N.Y.
Compugraphic Corp., Wilmington, Mass.
Compuscan, Teterboro, N.J.
Computek Inc., Burlington, Mass.
Computer Composition Inc., New York City
Computer Processing Unlimited Inc., Salem, Va.
Consolidated International Corp., Chicago
Control Systems Tech., San Jose, Calif.
Coreco Research, New York City
CPAC Inc., Leicester, N.Y.
Craig Cold Type Supply Inc., Fairfield, Ohio
Crosfield Electronics, East Rutherford, N.J.
Custom-Bilt Machinery, York, Pa.

D.S. America Inc., Santa Ana, Calif.
Dahlgren Manufacturing Co., Dallas
Dar Mar, Tampa, Fla.
Denex Systems Technology, Stockholm, Sweden
Digital Equipment Corp., Merrimack, N.H.
Dissly Research Center, Subsidiary Courier-Journal and Louisville Times Co., Louisville, Ky.
Dunn Technology Inc., Vista, Calif.
DuPont, E. I. deNemours Co., Wilmington, Del.
Durbin Associates, Easton, Pa.
Dynalith Inc., Easton, Md.

Eastman Kodak Co., Rochester, N.Y.
Ebway Industries Inc., Wauconda, Ill.
Eclectic Co., Dayton, Ohio
Editor & Publisher Co. Inc., New York City
EDS-IDAB, Hialeah Gardens, Fla.
EEText, Sommerville, Md.
Enkel Corp., Roscoe, Ill.
EOCOM Corp., Irvine, Calif.
Erectoweld Co. Ltd., Oakville, Ontario
Ersatech Corp., North Stonington, Conn.

Faustel Inc., Butler, Wis.
FBM U.S.A., Fresno, Calif.
Ferag Inc., Bristol, Pa.
Oscar Fisher Co. Inc., Newburgh, N.Y.
Flint Ink Corp., Detroit
Fluorographic Services Inc., Santa Barbara, Calif.

GAF Corp., New York City
Gandalf Data Inc., Wheeling, Ill.
Gannett Newspaper Foundation Inc., Rochester, N.Y.
General Photo Products Co., Morristown, N.J.
W.R. Grace & Co., Lexington, Mass.
Graphic Arts Manufacturing Co., Houston
Graphic Arts Technical & Consulting Services, Long Island City, N.Y.
Graphic Enterprises Inc., Canton, Ohio
Graphic Machinery Inc., Decatur, Ga.
Graphic Management Associates, Southboro, Mass.
Graphic Products Co., Bloomfield, Conn.

Hall Systems Inc./George R. Hall Inc., Cleveland
Harris Corp., Melbourne, Fla.
HASTECH Inc., Manchester, N.H.
Heidelberg Eastern Inc., Glendale, N.Y.
Helion Industries, Belleville, N.J.
Hell/HCM Corp., Great Neck, N.Y.
Hendrix Electronics, Manchester, N.H.
Hercules Inc., Wilmington, Del.
Hertz Corp., New York City
Hope Industries Inc., Willow Grove, Pa.

IBM Corp., White Plains, N.Y.
Iconics Control Inc., Troy, Ohio
Ideal Equipment, Montreal
Imperial Metal & Chemical Co., Philadelphia
Inland Newspaper Machinery Corp., Lenexa, Kan.
Insco Systems, Neptune, N.J.
International Paper Sales Co. Inc., Montreal
IPEC Inc., Chicago
Itek Composition Systems, Wilmington, Del.

K & F Manufacturing Co. Inc., Granger, Ind.
K-Jack Engineering Co. Inc., Gardena, Calif.
Kansa Corp., Emporia, Kan.
King Press Inc., Joplin, Mo.
Kreonite Inc., Wichita, Kan.

conference report

ANPA/RI's James Walsh (left) and Frank Stanczak (right) plot space for exhibitors signing up for 1981 Conference in Atlantic City.

After five days of non-stop events, many were just plain pooped.

Kurzweil Computer Products Inc., Cambridge, Mass.

Lan Systems, Roseville, Minn.
Lektro Midwest, Grove Village, Ill.
Lester Laboratories Inc., Atlanta
Lew-Boy Distributors, Schiller Park, Ill.
Lincoln St. Louis, St. Louis
LogEtronics Inc., Springfield, Va.
Logicon-Intercomp, Torrance, Calif.

MADAX Graphic, Orlando, Fla.
Mailroom Systems Inc., Milwaukee
Malow Corp., Mount Prospect, Ill.
Martin Automatic Inc., Rockford, Ill.
Master Sales & Service Corp., Ambler, Pa.
Masthead International Inc., Albuquerque, N.M.
McCain Manufacturing Corp., Chicago
Mead Data Central Inc., Chicago
M.E.G. (U.S.) Inc., East Rutherford, N.J.
Megalogics Inc., Salt Lake City
Mergenthaler Linotype Co., Melville, N.Y.
MGI International Inc., Morris Plains, N.J.
Mid-States Packaging Systems, Crawfordsville, Ind.
Midwest Publishers Supply Co., Chicago
Mita Copystar America Inc., Clifton, N.J.
Mohr Enterprises, Skokie, Ill.
Monotype International Inc., Arlington Heights, Ill.
Motorola Communications & Electronics Inc., Schaumberg, Ill.
Muirhead Inc., Mountainside, N.J.
Muller-Martini Corp., Hauppauge, N.Y.
Multical Corp., Chesterland, Ohio
Mycro-Tek Inc., Wichita, Kan.

NAPP Systems (USA) Inc., San Marcos, Calif.
National Machine Co., Mansfield, Ohio
New England Newspaper Supply Co., Millbury, Mass.
Newscolor Corp., Cleveland
Newspaper Electronics Corp., Kansas City, Mo.
Nolan Systems Inc., Denver
nuArc Co. Inc., Chicago

Offset Newspaper Equipment Inc., Atlanta
One Systems Inc., Oceanside, Calif.
Ovalstrapping Inc., Hoquiam, Wash.

P Systems, Smyrna, Ga.
Pace Pack, Warminster, Pa.
Pako Corp., Minneapolis
Pamarco Inc., Roselle, N.J.
Peripheral Systems Inc., Medford, N.J.
Phillips & Jacobs, Philadelphia
H.M. Pitman Co., Chicago
Portage Newspaper Supply Co., Akron, Ohio
Portec Inc., Canon City, Colo.
Printing Efficiency Management Corp., Long Beach, Calif.
Printing Impressions, Philadelphia
Production News Magazine, Div. of AvCom Inc., Manchester, N.H.
Publishers' Auxiliary, Washington
Publishers for Conventions Inc., Pittsburgh
Publishers Equipment Corp., Dallas

QL Systems Ltd., Toronto
Quip Systems, New York City

Raytheon Graphic Systems, Wayland, Mass.
Remarco, Plymouth, Minn.
Rochester Institute of Technology, Rochester, N.Y.
Rockwell-International, Chicago
Rockwell-Goss, Chicago
Rockwell-Collins, Chicago
Rutho-Graphics Division, Sun Chemical Corp., East Rutherford, N.J.
Rycoline Solvent & Chemical Co., Chicago

Safe Walk Inc., Leola, Pa.
Saxmayer, Blissfield, Mich.
Scheffer Automatic Inc., Crown Point, Ind.
Seaboard Energy Management Systems Inc., Virginia Beach, Va.
Semler Industries Inc., Franklin Park, Ill.
Seybold Publications Inc., Media, Pa.
Signode Corp., Glenview, Ill.
Silver Recovery Systems, Beachwood, Ohio
Smith RPM Corp., Overland Park, Kan.
Snook Corp., Los Gatos, Calif.
Bernard Soep Associates Inc., Allston, Mass.
Spectrum Ink, Alexandria, Va.
Sperry Univac, Irvine, Calif.
Springfield Silver Service Inc., Mechanicsburg, Ohio
Stauffer Media Systems Inc., Joplin, Mo.
Stepper Associates Inc., Olathe, Kan.
System Development Corp., Santa Monica, Calif.

Taft Contracting Co., Chicago
Taft Equipment Sales Co., Chicago
Tal-Star Computer Systems Inc., Princeton Junction, N.J.
Tasope Co., Aurora, Mo.
Tech-Energy Co., Granger, Ind.
Telcon Industries Inc., Fort Lauderdale, Fla.
Teleram Communications Corp., White Plains, N.Y.
3M Co., St. Paul, Minn.
3M, Industrial Graphics Division, St. Paul, Minn.
Tingue, Brown & Co., Englewood, N.J.
Titus Communications Corp., Dallas
Toyo Inc., America Inc., Englewood Cliffs, N.J.
TV Data Inc., Glens Falls, N.Y.
Typeworld, Wilmington, Mass.

United Press International Inc., New York City

Varn Products Co. Inc., Oakland, Calif.
Vision Data Equipment Corp., Albany, N.Y.
VWR Scientific Inc., San Francisco

Web Press Corp., Renton, Wash.
Web Specialties, Rancho Cordova, Calif.
Jarvis B. Webb Co., Farmington Hills, Mich.
Western Litho Plate and Supply Co., St. Louis
Westwood Associates Inc., Springfield, N.J.
Wood-Hoe Division M.A.N., Wood Industries Inc., Middlesex, N.J.
World Book Child Craft Int., Lake Park, Fla.

Xenotron Ltd., Woburn, Mass.
Xitron Inc., Ann Arbor, Mich.
X-Rite, Grand Rapids, Mich.

Congress gets rationing plan containing newspaper priority

President Carter June 12 sent Congress a standby gasoline rationing plan that recognizes "newspaper distribution" as a "priority activity."

As expected, the priority designation specifically does not extend to "newsgathering, advertising sales or other administrative activities" [presstime, June, page 11].

Neither the rationing plan which Congress rejected last year nor the original version of the latest proposal included a newspaper priority [presstime, April, page 15].

The Department of Energy said the new administration plan allows a newspaper priority because in an energy emergency situation "severe enough to require rationing, newspapers would play a vital role in disseminating current information to the public. In addition, the public will need to be informed of the operation of the gasoline rationing plan itself."

ANPA Government Affairs Committee Chairman K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., called the distribution priority "a real breakthrough," but he expressed disappointment that newsgathering and ad sales were not covered.

Low said the administration stance "sets an important precedent that will be helpful to newspapers in addressing similar problems with state gasoline conservation plans and the federal fuel allocation regulations, as well as in other areas—possibly Saturday mail delivery."

The National Newspaper Association also reacted favorably to the plan, although it, too, expressed some reservations—especially about a provision whereby DOE would define "newspapers" prior to allocating extra rationing checks. "There's almost no way to come up with a satisfactory definition which doesn't step on someone's First Amendment Rights," Executive Vice President William G. Mullen noted.

Congress has 30 days to review the rationing proposal. Unless both Houses reject it by passing a resolution, it will go into standby status.

The President then could implement the plan, after giving 15 days notice, if a 20-percent shortfall in oil supplies exists or is likely to exist for at least 30 days.

Congress could give the President authority to implement the plan without waiting for an emergency of that magnitude.

The plan would distribute ration checks —to be exchanged for ration coupons— on the basis of vehicle registration.

Those involved in priority-class activities would get supplemental allotments. Others could apply for supplemental allotments. No one is expected to qualify for 100-percent of need. □

Building temperature rule may be relaxed

The Department of Energy has proposed modifying its mandatory building temperature restrictions to give owners the option of using other means of saving equivalent amounts of energy.

Under the original regulations, which took effect in July 1979 and subsequently were extended through January 1981 [presstime, May, page 21], commercial, industrial and other non-residential buildings generally may be cooled only to 78 degrees in summer and heated only to 65 degrees in winter.

In an announcement in the May 27 Federal Register, DOE proposed to modify this to 74 degrees in summer and 68 degrees in winter *if* other conservation methods are implemented to save as much energy as would be by strict adherence to the temperature rules.

Some of the alternatives mentioned by DOE are reducing the wattage of lighting, changing hours of operations and installing insulation and weatherstripping.

Energy officials hope to issue final regulations this month.

If the modifications are adopted, building owners must be prepared to document savings to state or federal inspectors. □

Attorney general seeks more facts on Chattanooga bid

Attorney General Benjamin R. Civiletti has asked the Antitrust Division of the U.S. Department of Justice for additional information on the application of The Chattanooga (Tenn.) Times and the News-Free Press for approval of a joint operating agreement under the Newspaper Preservation Act.

His request appears to keep the door open for his granting the newspapers antitrust exemption even though the Antitrust Division has recommended denial [presstime, June, page 10].

Civiletti posed two questions which he said "should be answered without regard to the effect of the arrangement implemented on May 12" when the two newspapers combined production operations:

- "Is more than one of the newspaper publications involved in the arrangement a publication other than a failing newspaper?"
- "Would approval of such arrangement effectuate the policy and purpose of the Newspaper Preservation Act?" □

House vetoes regulation on natural gas pricing

The House of Representatives has vetoed a federal regulation that would have raised natural gas costs for industries but would have protected residential and other users from price increases.

The Federal Energy Regulatory Commission can propose another regulation after six months to extend the program to all industrial users. But according to a commission spokeswoman, there is "at least some chance that we will never make use of that opportunity."

She said the commission had concluded before proposing the regulation turned down by the House May 20 that "no matter how the regulations were written, incremental pricing simply could not help to provide order in the natural gas market."

FERC officials have given conflicting opinions on whether they consider newspapers to be "industries" under the program [presstime, May, page 20]. □

What to do when OSHA pays a visit

By L. Peyton Hendricks

More than two years after the U.S. Supreme Court addressed the question of whether Occupational Safety and Health Administration inspectors may inspect businesses without search warrants and over the objections of the employer, many newspaper executives continue to express puzzlement about the decision and its implications.

In *Marshall v. Barlow's Inc.*, the court ruled 5-3 that OSHA compliance officers *can* be denied entrance unless they possess a warrant issued by a federal court.

But what does that mean in practical terms?

Should a publisher turn away an OSHA inspector lacking a warrant, or should he or she take a "nice-guy" attitude and permit the inspection to take place, anyway?

In most instances, the publisher will probably conclude that the inspector should be allowed in, for several reasons.

First and foremost, most newspapers have little or nothing to fear from routine OSHA inspections. Through experience with the 10-year old Occupational Safety and Health Act, production management nationwide has been able to identify and eliminate conditions regarded as major, safety-standard violations. OSHA, through administrative action, has eliminated most trivial safety standards that were heavily protested in the mid-1970s.

Compliance officers generally are no longer interested in minimal violations.

Second, a newspaper's current problems with OSHA—if it has any problems at all—usually involve regulations applicable to pressroom and mailroom operations, with noise standards of prime interest.

Hendricks is an ANPA staff attorney.

In the overwhelming majority of situations, there will be no advantage in barring an OSHA inspector for the purpose of "preventing" such inspection; the visit will only be delayed until OSHA gets a court warrant.

And because engineering controls needed to comply with OSHA rules affecting the pressroom and mailroom are many times technologically or economically infeasible, or both [presstime, November, page 44], stalling an inspection would serve no useful purpose.

Third, forcing OSHA to get a warrant will destroy any rapport that might otherwise have been established with the inspector. The qualities of courtesy, cooperation and the ability to render constructive suggestions vary among individual OSHA inspectors. However, because OSHA is at least officially committed to dealing with private business in a cooperative spirit, a compliance officer who is hostile or bent on some form of personal "witch hunt" is now likely the rare exception rather than the norm.

Nevertheless, there may be situations where a newspaper concludes it is desirable to require a compliance officer to obtain a warrant.

If, for example, the company is being harassed by a vexatious inspector or for unknown reasons has been singled out for what it perceives as discriminatory treatment by local or regional officials, management may feel it has no other choice.

Is there ever an instance in which an OSHA inspector with a warrant should be denied admittance?

There have been some cases—none involving newspapers—in which a warrant-bearing inspector was turned away. But this can result in a serious, criminal contempt-of-court charge, and should not be done absent some extraordinary circumstance; and then only on advice from an attorney.

In fact, a newspaper should consult legal counsel and review its policy toward OSHA inspections well in advance of any visit from OSHA personnel. The attorney will need time to review OSHA's warrant procedures and regulations, as well as any local court cases in which *Marshall v. Barlow's Inc.* was interpreted.

Some lower courts have delineated its scope and indicated the types of evidence the government must present before it can obtain an inspection warrant or equivalent directive from a federal judicial officer. Lower-court decisions also have specified activities in which a compliance officer may engage once having obtained a warrant: whether a warrant authorizes a search of the entire premises, whether employees may be questioned during the search, etc.

In summary, the Supreme Court has granted employers a general right to demand that OSHA inspections be conducted only after compliance officers fulfill certain legal requirements. A decision to exercise that right should be preceded by consultation with company counsel, and an evaluation of the practical value of making such demand.

ANPA's Legal department and the Research Institute staff can assist member newspapers in this process. □

1979 OSHA scorecard

The Occupational Safety and Health Administration reports that 58,000 inspections of work places were conducted in 1979. About 132,000 violations of OSHA standards were found resulting in proposed penalties of more than $25 million.

Bill to limit inspections hits snag in committee

A bill that would exempt an estimated 90 percent of all businesses from routine OSHA inspections has bogged down in the Senate Labor and Human Resources Committee.

There is some speculation that the bill—considered a political hot potato in this election year—will not be reported out by that panel.

However, bill author Sen. Richard S. Schweiker (Pa.) maintained otherwise.

The committee currently is weighing alternatives to provisions that would exempt firms with good safety records from inspection on the basis of workers' compensation data [presstime, May, page 22]. □

A journalist's primer on law: useful as text, working tool

By Michael Gartner

The Reporter and the Law. By Lyle W. Denniston. Hastings House. 289 pages. $16.95 hardcover, $9.95 paperback.

The last time I checked, libel cases were costing more than $9.95 to defend. The last time I checked, city editors had better things to do than explain to reporters what "change of venue" means. The last time I checked, reporters were interested in covering the courts in their towns thoroughly and accurately. And the last time I checked, journalism professors were still looking around for a first-rate text on reporters and the law.

We now have a book that should interest these professors, reporters and editors. And it should interest the publishers, too, for if those reporters and editors read the book carefully they'll be more accurate and they'll stay out of some lawsuits that they might otherwise stumble into.

The book is *The Reporter and the Law.* It's by Lyle Denniston, and it was written under the joint sponsorship of ANPA Foundation and the American Bar Association.

The book, says Denniston, "is intended to be a practical and useful guide, for the student and for the working journalist, to the system of law as it exists now and to the press' role in covering that system. If it is successful, it will be so primarily as a reference work for everyday use, in the classroom or on the 'courthouse beat.' "

To a great degree, the book fulfills Denniston's aims. Its major problem is that it's dull. Denniston, who has been a newspaperman for nearly 30 years and who has covered the Supreme Court for The Washington Star for more than a decade, could at least have offered an anecdote here, a little example there, amusing tales here and there to break up the rat-a-tat-tat burst of fact and detail.

Surely Denniston has heard a couple of quotable lines or interesting stories. But the only smile I got out of the book—and I smile easily—was when I came upon this quote from Justice William O. Douglas: "Journalists are primarily interested in the story of one judge letting the air out of another judge's tire or when he throws an inkwell." And then Denniston takes the air out of that quote by noting that Douglas was "intending no doubt to be disparaging rather than analytical." Sigh.

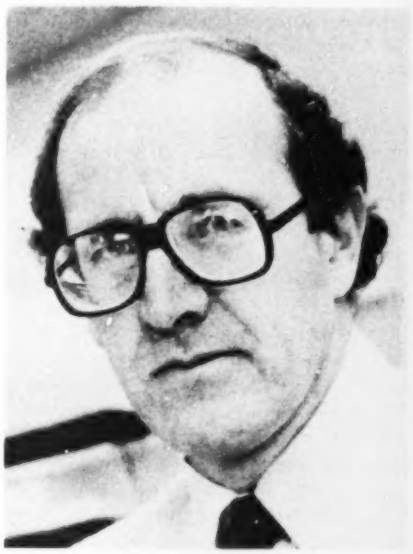
But you don't read texts primarily for smiles and laughs. You read for facts, and Denniston's book—it's written almost as a very thorough outline—is full of facts. "Its language is kept deliberately simple," Denniston writes of his own book, "and its analysis is intentionally uncomplicated." He's right on both counts.

The book is a step-by-step manual. It tells of the structure of the court system in America, the duties and ethics of lawyers and judges, and the techniques of covering both criminal and civil cases. There are chapters on juvenile cases, on regulatory law, on special courts (domestic relations, tax court, military courts and the like) and on covering the legislature in court. There's even a 17-page glossary of legal terms.

All that might seem like routine stuff to an aging editor or publisher, stuff that every youngster learns somewhere before he gets to a newsroom. But aging editors and publishers also assume that young men and women know how to spell. Anyone who spends time hiring these days knows that both of those assumptions are wildly wrong. So Denniston's primer on the courts is badly needed.

But it isn't that part of the outline—needed as it is—that makes the book such a valuable teaching tool. Rather, it is the part dealing with the press's role in covering the courts. Denniston goes into some detail about the working role of the reporter—how to find the story, how to cover it, how to write it.

Repeatedly, he talks about "the news potential" of each step in a proceeding. Example: "The way an officer handles witnesses or suspects at the scene may create issues of unauthorized detention or arrest, excessive use of force, loss or diminution of police credibility, unreliability of police evidence, involuntary confessions or damaging admissions, and 'prejudicial' publicity."



Lyle W. Denniston

And he provides little warnings: "The reporter should not become so fascinated with the legal issues and developments in the case that he overlooks the human drama of it. Indeed, he may take it as a general rule that the story will be better told if the legalities and the technicalities are woven around the story of the persons involved: the accused, the judge and the jurors, the lawyers on each side, the witnesses—even the spectators. The drama that is unfolding before him is not a sterile execise in legal mechanics, and it should not be treated that way journalistically."

Finally, and perhaps most important, Denniston talks of libel, invasion of privacy and other challenges to the news gatherer. In a fact-filled, 14-page chapter

Gartner is an editor and a lawyer. He is editor of The Des Moines (Iowa) Register and Tribune, president of those newspapers' parent company and a member of the New York and Iowa bars.

entitled "The Press as Adversary," he outlines the problems, notes some pitfalls and talks of some solutions. Any reporter who isn't familiar with the materials in this chapter shouldn't be let out of the newsroom or near a telephone.

Denniston's ethics might not be shared by all—"most of the time a reporter who wants to contact a lawyer's client should do so with the lawyer's knowledge," he advises, and "there are some parts of a judge's non-judicial life that are, beyond any question, purely private," he declares—but his precautions should be embraced by everyone.

Denniston makes it clear throughout his book that he is urging reporters and editors to be accurate and thorough. And you can be neither unless you know the territory. "Awareness of the techniques, the language, and the accustomed standard of behavior at the bar and on the bench is, of course, no guarantee that the legal journalist will stay out of trouble or keep his organization out of trouble," Denniston writes. "But it is nearly certain that ignorance of the process *is* a guarantee of trouble, ethical if not legal."

His book goes a long way in combatting that ignorance. □

Court briefs

The U.S. Supreme Court June 2 refused to bar The Atlanta Constitution from **inspecting records** that would identify public-housing tenants who were behind in their rent payments.

The Constitution originally requested access to the 1976-77 records to determine whether tenants who performed favors for public-housing officials were allowed to become in arrears. The Atlanta Housing Authority denied access.

The U.S. Supreme Court refused to hear a housing authority appeal of a Georgia Supreme Court ruling which stated: "Each of the tenants impliedly waived whatever constitutional, statutory or common-law rights of privacy he may have had in the status of his rental account and the amounts and sources of his income when he allowed his rental account to become unpaid when due."

Former Constitution Managing Editor Edward M. Sears Jr., now managing editor of The Atlanta Journal, said reporters are now reviewing the public-housing tenant records.

•••

Ontario is expected to become the first **Canadian** province to restore to letters-to-the-editor **libel law** a "fair comment defense" which many Canadian newspapers felt was taken away by a 1978 Supreme Court of Canada ruling.

Amendments to the Ontario Libel and Slander Act were in their third reading in the Ontario Legislature at press time and were expected to pass easily, said David Allen, director of communications of the Ontario Ministry of the Attorney General.

Canadian Daily Newspaper Publishers Association General Manager John E. Foy identified three other provinces moving toward implementation of such amendments—Saskatchewan, Alberta and Manitoba. Most provinces have agreed such corrective legislation is in order, he reported.

The high court in Canada ruled that newspapers can defend themselves in a libel suit over content of letters to the editor only if there is evidence that the writer honestly held the opinions stated or that the publisher agreed with them.

It required getting letter writers to testify in court, "and you really couldn't get anybody to come to court," Foy noted. As a result, he said, "a lot of the newspapers, especially the smaller ones, didn't even bother" printing many letters.

•••

The Second U.S. Circuit Court of Appeals has agreed with a federal district court that **charges of conspiracy** against Barron's National Business and Financial Weekly were baseless.

But the higher court overturned a ruling that the suit was filed in bad faith. It sent the case back to district court for a determination on whether the plaintiff continued the suit in bad faith once it was reasonably established in the trial that charges could not be proved.

An owner of Technicare Corp. alleged that Barron's conspired with some investors to run stories about the firm that would drive down the price of its stock. The investors—"short sellers"—would profit from the lower prices, it was alleged.

Barron's denied those allegations and countered that the suit was filed in an attempt to use the judicial process to silence the publication.

The district court agreed, saying the plaintiff's "evident purpose was to secure maximum publicity harmful to the publishing defendants. . . . Clearly, the purpose could not have been to litigate on the merits." It awarded $50,000 in attorney fees and expenses to Dow Jones & Co., publisher of Barron's.

•••

The Chicago Sun-Times has sued the Dahlgren Manufacturing Co. of Dallas, alleging **negligence and misrepresentation** in connection with Dahlgren Newsprinting system equipment installed last year. In the suit filed June 6 in U.S. District Court in Chicago, the Sun-Times sought more than $4 million in damages.

In a related case, Dahlgren April 29 filed suit in the District Court of Dallas County, Texas, seeking to recover the $351,075 it says the Sun-Times still owes on the purchase of the letterpress-to-offset-like conversion equipment.

•••

Standard Metals Corp. of New York has sued Oklahoma Publishing Co., its president Edward L. Gaylord, two other companies and two other individuals, alleging they violated **disclosure requirements** and made false statements to the Securities and Exchange Commission in an alleged attempt to take over Standard.

Oklahoma Publishing Co. publishes the Oklahoma City (Okla.) Oklahoman and Times and the Colorado Springs (Colo.) Sun. It owns 19.4 percent of Standard's stock.

In the suit filed May 27, Standard Metals asked a federal court in New York to halt further action by the six defendants and to award it damages.

Oklahoma Publishing's Gaylord described the suit as "frivolous" and "without any merit or truth to the charges." □

Senate Judiciary Committee approves anti-search measure

Legislation that would bar surprise police searches of newspaper offices could be up for a vote in both houses of Congress in the near future.

After several months of deliberation over whether to include all innocent third parties under statutory protection [presstime, May, page 28], the Senate Judiciary Committee June 19 unanimously approved a measure, S 1790, that would cover only the press. But the bill also would direct the U.S. Department of Justice to issue guidelines for searches by federal law enforcement officers of all other third parties except relatives of suspects.

Following the vote, ANPA Executive Vice President and General Manager Jerry W. Friedheim said the Association is "encouraged" by the guidelines provision. ANPA had urged inclusion of all non-suspect third parties.

Broad third-party protection would be provided under a bill approved by the House Judiciary Committee April 17. Still awaiting Rules Committee placement on the House calendar, HR 3486 would protect the press from unannounced searches by authorities at all levels of government, and others from searches by federal agents.

The congressional action was prompted by the U.S. Supreme Court's 1978 decision in *Zurcher v. The Stanford Daily* that upheld the government's right to search for and seize evidence with only a search warrant. A warrant is general in scope and cannot be legally challenged before the search is conducted. The bills pending in Congress would require a subpoena, which is specific and may be appealed prior to compliance. □

Pared-down CIA charter bill passes

The Senate Select Committee on Intelligence will continue hearings later this year on some provisions left out of its proposed "charter" legislation for the nation's intelligence community when the Senate passed a much pared-down version in June.

The Senate-approved bill, S 2284 [presstime, March, page 13], addressed only the issue of congressional oversight of intelligence activities. Among the provisions excluded from the bill were those to:

- Prohibit the use of journalists as "cover" for covert activities
- Provide criminal penalties for the disclosure of agents' identities
- Exempt the CIA from the Freedom of Information Act.

Chairman Birch Bayh (Ind.) told the Senate his committee decided not to proceed "where a consensus does not exist."

During consideration of the bill June 3, Sen. Daniel Patrick Moynihan (N.Y.) attempted to amend the bill to prohibit intelligence agencies from paying journalists, clergy or academicians for information or from using their professions as cover; but he withdrew his amendment after debate. □

House panel proposes to keep six-day mail

The House Appropriations Committee voted June 13 to recommend that Congress restore $500 million to the U.S. Postal Service budget next year and, in effect, maintain six-day mail delivery—at least temporarily.

The action came despite a May 14 recommendation by House and Senate budget conferees to delete funds for continuation of six-day delivery [presstime, June, page 13].

The Senate has been silent on that conference report.

Even if the full Congress votes soon to keep Saturday mail, its continuation still could be in doubt. Congress is required to adopt a second budget resolution in the fall, and some overall budget cuts—possibly affecting the postal budget—ultimately will have to be made to meet spending targets, said House Speaker Thomas P. O'Neill Jr. (Mass.). □

Alternative paper moves to head off search in Michigan

The Flint (Mich.) Voice, a monthly "alternative" newspaper, will argue this month for a permanent court injunction against what it calls a "threatened" newsroom search.

The motion will be in response to a May 15 police search of offices of the Voice's printer, the Lapeer County Press. Authorities sought evidence that someone had released a city report prematurely to the newspaper, an action punishable as a misdemeanor under the Flint City Charter.

The report by the city's ombudsman confirmed a previous Voice story that Mayor James W. Rutherford coerced some city employees to contribute to his re-election campaign.

Flint police said their intention is not to quash criticism of the mayor but rather to prove there was a leak. Authorities also said they do not intend to search the Flint's editorial offices.

The newspaper last month was denied a temporary injunction against searches. But Voice staff member Alan Hirvela said the ruling was at least "a partial victory for us" because the presiding judge ordered that any future search warrant involving the newspaper be cleared through him or a Michigan Supreme Court justice. □

N.H. disclosure ordered

The Concord (N.H.) Monitor, told by the state Supreme Court May 22 that it must reveal a confidential source in a libel trial, now will ask for summary judgment "to prove that our story was true, without revealing sources, and that we didn't publish with malice," said Editor Thomas W. Gerber.

The case involves a former police chief who claims he was libeled by a 1975 Monitor report that he failed "substantive portions" of a lie-detector test administered after an incident in which the chief was shot. The state's highest court said disclosure of sources for the story was essential to determine whether the newspaper published its story with reckless disregard for the truth. □

Florida press expects revival of battle over ad sales tax

After thwarting an 11th-hour attempt to get a 4-percent sales tax on newspaper and broadcast advertising through the state legislature last month, the Florida Press Association is girding to fight the battle again.

Association Executive Director R. E. Ivory said the ad tax was proposed without warning in the Senate June 6, the closing day of the regular legislative session. In all, three attempts were made by proponents to pass the tax; two of the efforts came in extended and special legislative sessions.

Ivory says he has been told by a "very powerful senator" that the issue will be back before the legislature in November if Gov. Robert Graham calls a special tax session, and "if not then, next April for certain" when the 1981 session convenes.

"It will be looked at as one of the few remaining areas that can be taxed in this state," he said.

Elsewhere in the United States, an advertising tax proposal was defeated this year in the South Dakota Legislature, and in Canada, a 4-percent ad tax in Newfoundland is being challenged in the courts [presstime, May, page 41]. □

California votes newsman's shield into constitution

California became the first state to incorporate a "newsman's shield" in its constitution with voters' June 3 approval of Proposition 5 by an almost 3-1 margin.

The amendment is designed to protect reporters who refuse to disclose sources of either published or unpublished information obtained in the news-gathering process [presstime, June, page 12]

California Newspaper Publishers Association Government Affairs Administrative Assistant Terry Francke noted that while there was "no great controversy" surrounding Proposition 5, "there was considerable difference of opinion about it."

Some state court officials, for example, said enactment would make it difficult for the courts to use contempt powers to ensure that their orders are obeyed.

The amendment already has been cited as a defense for a Los Angeles television reporter.

Illinois jury awards $9.2 million judgment over unpublished memo

The Alton (Ill.) Telegraph will ask a Madison County Circuit Court to overturn a jury's $9.2 million libel judgment against it—believed to be the largest ever against a newspaper.

As an alternative, the newspaper will ask for a new trial, its attorney, William Cox, said.

If those avenues fail, the case will be appealed to the Fifth Appellate Court of Illinois, he said.

The case involves an unpublished memo which two former Telegraph reporters sent to the U.S. Justice Department in an attempt to verify information for a story. The memo is alleged to have damaged the standing of a local contractor.

The five-week, two-day trial ended June 3 with a five-hour jury deliberation.

The newspaper has until Aug. 1 to file its post-trial motions, Cox said. □

Green Bay Press-Gazette sued by court official

A Green Bay, Wis., juvenile court administrator has filed a $3.7 million libel suit against the Green Bay Newspaper Co., the editor and three reporters of the company's Green Bay Press-Gazette, and a circuit court judge who sought the administrator's dismissal.

Filed June 16, the suit represents the latest development in a controversy growing out of a series of articles in the Press-Gazette about juvenile court procedures [presstime, May, page 30]. □

Newsprint, ink tax overturned in Minn.

A Hennepin County, Minn., District Court judge has ruled unconstitutional the state's 4-percent sales tax on publications' newsprint and ink purchases of more than $100,000.

Judge Donald Barbeau said that the tax "abridges the freedom of the press" by applying to only a "select group" of publishers.

No other industrial users of paper and ink products are subject to the tax, he noted. He also said the law is "the practical and legal equivalent of a direct tax on the exercise of a First Amendment right."

The tax was first levied in 1971 on all publications' newsprint and ink purchases. It was changed in 1973 to apply only to annual purchases greater than $100,000. The case against the tax was brought in 1975 by the Minneapolis Star and Tribune Co. but was dormant during legislative attempts to repeal it.

The state has until the end of September to appeal Barbeau's ruling. □

Mass. paper protests ruling on cable eligibility

The Sun Chronicle of Attleboro, Mass., has challenged the state cable television commissioner's April decision that a subsidiary of the Providence (R.I.) Journal Co. may legally compete for a cable franchise in Attleboro [presstime, May, page 30].

In a suit filed in Suffolk Superior Court, the Sun Chronicle maintained that Attleboro is a "major circulation area" for the Journal, and that the Journal should not be allowed to compete for the franchise if it (the Sun Chronicle) cannot. Massachusetts law prohibits newspapers from being licensed to operate cable TV systems in their "major circulation areas."

In a related case, the Minnesota Newspaper Association June 13 asked the state's Cable Communications Board to rescind a regulation prohibiting common ownership of newspapers and cable TV systems in a community [presstime, March, page 7]. MNA Manager Robert Shaw said he is optimistic the rule will be overturned. □

Muskie vows press support at UNESCO

By Marna Perry
presstime staff writer

Secretary of State Edmund S. Muskie has told a group of newspaper and broadcast executives his department will support press freedom issues at the UNESCO General Conference in Belgrade, Yugoslavia, this fall [presstime, June, page 15].

Muskie pledged support at a June 10 meeting with the group headed by Harold W. Andersen, president of the Omaha (Neb.) World-Herald Co. and chairman of the World Press Freedom Committee.

The group urged Muskie to select promptly a strong U.S. delegation to the conference and to include a person experienced in news media operations and press freedom concerns.

Andersen expressed support for Stanford University journalism professor Elie Abel, known to be under consideration. Abel served as U.S. representative on UNESCO's MacBride Commission, which developed the so-called MacBride Report with recommendations to be considered for adoption at the Belgrade meeting.

"(Muskie's) response was very positive," Andersen told reporters after the meeting in Muskie's office.

Wide World Photos

Among those meeting with Muskie (left) were (from left) Hills, Neuharth and Beebe.

A State Department source later said the White House already has received a list of some persons recommended for appointment to the U.S. delegation, including Abel and Jack Fobes, a former deputy director of UNESCO.

Reportedly, International Communication Agency Director John Reinhardt, who led the U.S. delegations to the two previous general conferences, has refused to lead the delegation this year.

The news executives at the meeting with Muskie also said they are committed to assisting journalists in developing nations obtain equipment and professional training. And they expressed support for some parts of the MacBride Report and concern about others, as the Gannett Co.'s Allen H. Neuharth—a member of the group which met with Muskie—had outlined earlier at the FIEJ Congress. (See story below.)

Other participants in the meeting with Muskie were ANPA Chairman and President Katharine Graham, chairman of the board of The Washington Post Co.; ANPA Executive Vice President and General Manager Jerry W. Friedheim; ANPA Director Arthur Ochs Sulzberger, publisher of The New York Times; Roderick Beaton of United Press International; George Beebe of The Miami Herald; Keith Fuller of the Associated Press; Henry Grunwald and Curt Prendergast of Time Inc.; Argentina Hills of El Mundo, San Juan, Puerto Rico; Bill Leonard of CBS News; Arch Madsen of Bonneville International; Leonard Marks of Cohn & Marks; and Philip Power of Suburban Communications Corp., Livonia, Mich. □

FIEJ urges full media access to electronics

Newspaper executives from around the world have reaffirmed the importance of news organizations' having the right of access to new, electronic methods of delivering information.

They did so in a resolution adopted at the 33rd Congress of FIEJ, the International Federation of Newspaper Publishers, in Tel Aviv, Israel.

The resolution addressed the possibility that some governments may stand in the way of full media use of satellite communications and other electronic means of transmitting and receiving information.

In a second resolution, FIEJ deplored terrorist threats to journalists and specifically mentioned the terrorism-linked death of Italian newsman Walter Tobagi, which took place during the May 25-29 congress.

Adoption of the resolutions followed a rallying cry from Allen H. Neuharth, chairman and president of Gannett Co. Inc. and chairman of the ANPA Executive Committee, who called on delegates "to sound the alarm" against several proposals in the MacBride Report [presstime, June, page 14].

Neuharth described the report's proposals—to be debated and considered for adoption at UNESCO's biennial General Conference this fall in Belgrade, Yugoslavia—as "very dangerous indeed."

Neuharth conceded there are two "positive conclusions in the report" recognizing the need for free access to news sources and the accompanying abolition of censorship. He also noted that "the report stops short of recommending that journalists be licensed."

But he contended that several conclusions "are repugnant to the concept of a free press," including:

- Proposals that advocate, if not require, news media to promote social, cultural, economic and political goals set by governments

• A proposal that the United Nations be given a broadcast arm with satellite transmission capability, perhaps leading to some kind of UN news service

• A bias against private ownership of news media and communications facilities

• A bias against "transnational" corporations, which would include all Western international news agencies

• A bias against advertising as a vehicle to support the news media

• A bias against large media companies.

The adoption of these proposals in the name of a so-called "New World Information Order. . . . would accomplish instead a . . . 'New Government Information Order,' " Neuharth charged.

He noted the proposals grew out of concerns of emerging nations whose governments "believe their media are too underdeveloped" to compete with that of the West and to handle press freedoms. "A much wiser course would be to improve the professional skills and capabilities of the Third World media" under programs such as those sponsored and assisted by the World Press Freedom Committee, FIEJ and ANPA, Neuharth said.

During the congress, the FIEJ Council and Executive Committee accepted ANPA's invitation to hold their 1982 midwinter meeting Jan. 20-24 at Dorado Beach, Puerto Rico, in conjunction with an ANPA Board meeting.

Other actions by the congress included awarding the Golden Pen of Freedom to exiled Argentine editor Jacobo Timerman [presstime, April, page 7] and selecting a committee to search for a new FIEJ executive director to succeed the late Michel L. de Saint-Pierre [presstime, May, page 19].

Delegates also elected officers for the coming year.

Newly elected include Frans Vink, director of Het Laatste Nieuws, Brussels, Belgium, who succeeded Harold W. Andersen of the Omaha (Neb.) World-Herald Co. as FIEJ president; Giovanni Giovannini, president of La Stampa, Turin, Italy, first vice president; Jan J. Nouwen, managing director of Sijthoff Pers, The Hague, Netherlands, treasurer general; and Neuharth, U.S. vice president. □

WorldPaper going monthly in September

WorldPaper, an international newspaper which began publishing in January 1979 as a quarterly and went bimonthly last September, will accelerate to a monthly schedule this September, according to Publisher and Editor-in-Chief Crocker Snow Jr.

Snow, one-time foreign correspondent and foreign editor for The Boston Globe, also said the 20-page tabloid will add French to the two languages now being used in the newspaper—English and Spanish.

WorldPaper appears as a special supplement in what Snow called "host papers" in Asia, the Middle East, Africa, Latin America and the United States, and it will move into Europe with the September issue. Circulation currently stands at 1.3 million.

The Boston headquarters of WorldPaper provides host newspapers with ready-to-print, full-page negatives. The host newspaper does not pay for the negatives but absorbs printing and distribution costs. WorldPaper's operating revenues come from international advertising it secures.

Host newspapers are encouraged to sell local advertising that can be inserted into the WorldPaper replacing specifically designated editorial material.

The newspaper's aim is to "offer the voices of the world a forum to speak for themselves on common subjects and issues." Its 10-person editorial board, which meets semi-annually to plan editorial programs, is comprised of internationally known journalists from both industrialized and emerging nations. □

Copley Press donates equipment to Belize paper

The Copley Press Inc. of La Jolla, Calif., has donated two used Fairchild TTS Keyboards, one VideoSetter and a Compugraphic 7200 Phototypesetter to the Reporter Press in Belize City, Belize (formerly British Honduras), through the World Press Freedom Committee.

Among other things, WPFC serves as a clearinghouse for donations of used equipment from media organizations throughout North America [presstime, April, page 9].

In a letter to Miami Herald Associate Publisher George Beebe, executive director of the WPFC, Reporter Press Editor Harry Lawrence stated, in part:

> "The achievement of having a VideoSetter for the newspaper is one which would have taken me several years of careful saving. I have one today thanks to you and to the World Press Freedom Committee, for putting me in touch with those wonderful people in California."

Beebe told presstime that Lawrence now "has all the equipment safely in Belize after shepherding it down there himself." □

Anti-press acts in Venezuela, Nicaragua deplored by IAPA

The Inter American Press Association has denounced two developments blocking press freedom and the free flow of information in the Western Hemisphere.

IAPA urged Venezuela's government to cease efforts to regulate television programming and advertising. And the association blamed Nicaragua's revolutionary atmosphere discouraging government criticism with the halt in publication of the prestigious daily newspaper, La Prensa. □

Garner Anthony: Privileges for press difficult to justify

(Editor's note: This is the second in a series of profiles on new ANPA directors elected at the Convention in April.)

By C. David Rambo
presstime staff writer

Sometimes newspapers' investigative reporting infringes on the rights of others, Garner Anthony believes. And while he emphasizes that "it is our right and our responsibility" to report the news, there must be "fairness and balance" in all newspaper coverage.

That's only one example of the critical eye with which the 50-year-old chairman and chief executive of Cox Enterprises Inc. of Atlanta views the newspaper business. He also objects to the way newspapers sometimes "get a little preachy . . . a little bit a la Carter. . . ."

"There are times when we ask for and expect special privileges that I find very hard to justify," such as certain tax considerations and privileged fuel oil allotments, he says. "We sometimes set ourselves up as a special kind of cat. And I think that can do us a lot of harm."

Anthony also sees an "erosion of the afternoon markets," making circulation "a colossal problem for all of us. Just ask any publisher of an afternoon paper what the evening television news has done to his operation."

Garner Anthony

Anthony's perspective is that of a newspaperman and a lawyer. He is a graduate of the College of William and Mary and, after a three-year stint in the Marine Corps, the University of Vanderbilt Law School. After law school, Anthony returned to his birthplace, Honolulu, and practiced law for a short time.

He joined Cox Newspapers in 1963 and ascended the corporate ladder. In addition to heading the newspaper company, he serves as executive committee chairman of the separate Cox Broadcasting Corp. While maintaining his home base in Honolulu, Anthony is constantly on the go. At least once every 10 days he visits a Cox Enterprises operation—usually including a stop in the Atlanta headquarters.

Recent developments in telecommunications and ever-present television competition are "threats," he says. Yet he remains bullish on newspapers.

"The question is how to stay viable in the year 2000. We've got to be flexible enough to adapt to all these technological changes and do enough homework to stay ahead," he says.

Anthony is married to the former Barbara Cox. □

Jack Lake: Meeting threats head-on will preserve papers

Non-newspaper companies' offering classified advertising over cable television is a "definite threat" to the newspaper business, says John B. Lake, publisher and executive vice president of the St. Petersburg (Fla.) Times and Evening Independent.

But Jack Lake's approach to problems is that you don't quake at them, you deal with them. Thus his next comment is: "We have to develop a structure to provide the classified advertising" on cable before someone else does.

The former advertising salesman radiates optimism and enthusiasm, but he is no pollyanna. There are problems aplenty facing newspapers, and he can tick off the top ones quickly.

"The single biggest problem," he says, is the "continuing incursion" of government on freedom of the press. "Everyone seems to be taking a run at us." In Lake's view, it all stems from the Pentagon Papers and Watergate affairs of the 1970s.

Also requiring the full attention of newspaper executives, he believes, are "the continuing escalation of the cost of newsprint without any increase in the quality" and the failure of newspaper circulation "to keep pace with the growth in population." The latter situation, he believes, springs from inroads made by television, a decline in general readership and the deterioration of the inner cities which adversely affects newspaper delivery and readership.

Born in Follansbee, W.Va., the 59-year-old Lake attended high school in Mansfield, Ohio. He spent a year at Ohio State University and a year at the University of Alabama before joining the Navy in World War II. He also served in Korea as an Air Force officer.

After World War II, Lake joined the advertising department of the Eagle-Gazette in Lancaster, Ohio. In 1956, he left to become advertising manager of the Journal in Elizabeth, N.J. He went to St. Petersburg in 1960 as advertising director, moving through the ranks to publisher in 1972.

While Lake's newspaper career has been marked by success and recognition, he is quick to point out that "people have helped me along the way. In fact, I think that is one of the greatest things about our business."

His affection for the business is always evident when he is talking about newspapers. Perhaps that is why he is so attuned to the problems facing newspapers. While "still a marketing man at heart," Lake's new role as an ANPA director provides ample opportunity for him to grapple with those very issues on behalf of the entire newspaper business.

John B. Lake

Lake is married and has three daughters. □

Reflections on media power's growth, dangers

By Charles B. Seib

Criticism of the press tends to be faddish. Sensationalism was once the key word. The charge was that the press blew everything out of proportion. At another point advocacy was the concern. The new breed of reporters wasn't content just to report the news, it was charged; these reporters wanted to impose their own ideas. Today the key word is "power." Seldom does a day go by that we don't hear or read about the awesome and dangerous power of the media. I've strummed that tune once or twice myself.

The latest hand-wringing over media power was committed by David Halberstam, something of a journalistic power himself. The industrious reporter/author, whose latest book, *The Powers That Be*, is (of course) about media power centers, said his piece the other night on public television.

Charles B. Seib

It was a strange half hour—an amalgam of maunderings on the joys of living in New York City and Nantucket interspersed with excerpts from what appeared to be a lecture to journalists and academics gathered around a conference table in Florida.

Like most such explorations, Halberstam's was a mixture of sense and nonsense. To dispose of the nonsense first, he expressed some shakily based concerns over the new generation of journalists. They are on a "power trip," he said; kids who in an earlier day would have gone to Harvard and Yale law schools are now getting into the media because that is where the action is.

He didn't object to this infusion of bright, aggressive, ambitious youngsters, but he said they are moving ahead too fast; "they are reaching power before they have gone through the mill. I'd like to see young reporters have more connection with daily events and the lives of day-to-day people before going to Washington," he said.

Halberstam is correct in saying that what we of the press sell, in the last analysis, is judgment, and you don't have that at age 21 or 22. But if there are many 21- and 22-year-old reporters covering the big national stories, I haven't seen them.

Halberstam was more thought-provoking and closer to the mark when he dealt specifically with the issue of media power.

He started with the premise that this is an explosive time in communications, which is true. Two institutions, he said, have benefited most from this explosion: the presidency and the media. And Congress and the political party system have suffered.

He saw two main results. One is that the media, "infinitely more powerful" than it used to be, has moved in on the role that once belonged to the party system. "The media are part of our politics," he said. "The road to the presidency is a media road." Any observer of the current traffic on that road couldn't argue with him there.

The second result he saw was that the Presidency and the press are pitted against each other in the ultimate adversary relationship. He cited Viet Nam and Watergate as the most striking examples of this face-off between the two superpowers. It's hard to argue with that, beyond saying that it is an oversimplification of a complex relationship.

While conceding television's key role in the expansion of media power, Halberstam identified the major newspapers—particularly The New York Times, The Washington Post and the Los Angeles Times—as the real powers behind the scenes.

Because "print defines, television amplifies," he said, TV has not eroded the power of the big newspapers but greatly enhanced it. Because these newspapers "set the breakfast-table menu" for the country, a national affairs reporter of the Times or Post is, in effect, also a reporter for the networks. The papers lead and television follows.

One doesn't have to buy the whole Halberstam package on media power to agree with his major points. I don't think any reasonable news person or news buff would deny that the press today is tremendously powerful and that its power is much more concentrated than it used to be.

He made his most valid point, in my opinion, when he was asked how citizens should be prepared to deal with media power.

They should be taught to apply a proper balance of curiosity and skepticism to what they read and hear, he said. They should understand that what the press delivers is not total truth but "a cumulative sense of reality." They cannot learn the truth from any one newspaper or broadcast. Citizenship has its own obligations—the inquiring mind must do its work. "The daily newspaper is not the end; only the beginning."

Walter Lippmann made the same point many years ago. He warned that the public sometimes expects too much of the press and that the press expects too much of itself. The press, he said, "is very much more frail than the democratic theory has yet admitted," too frail "to carry the whole burden of popular sovereignty." To expect it to do so, he indicated, was to misunderstand the limited nature of news and to expect more than is reasonable from the men and women in the news business.

Lippmann's statements, of 50 years ago, and Halberstam's today are both not only true but important. They must be a necessary sidebar to any discussion of media power. We should never allow our recognition of that power to inflate our view of the part we can and should play in our democratic society.

As Halberstam said in his broadcast, it is journalism's task to challenge, to pose questions, to ventilate and thereby to keep democracy healthy. That is job enough. The final responsibility for making democracy work still belongs to the people. □

Seib, former ombudsman for The Washington Post, is a regular contributor to presstime.

News councils: forums for the public

By C. David Rambo
presstime staff writer

Mrs. Thomas J. Donovan of Vancouver, Wash., was concerned in the early 1970s about what she thought was lopsided national reporting favoring pro-abortion forces. She particularly objected to a series of articles distributed by the Copley News Service and published in a local newspaper.

Donovan complained to Copley and—unsatisfied with the company's response—filed a grievance with the National News Council. "I had read about it (the council) somewhere and knew that it was supposed to look into problems like this," she says.

The National News Council, which in 1973 docketed this case as its "Complaint No. 1," examined the Copley series and found Donovan's complaint "unwarranted," a classification somewhat the equivalent of a judicial "not guilty." And while Donovan wasn't fully satisfied by that ruling—"I expected some action"—the council did serve as an out-of-court forum for airing beefs with the national press, an institution sometimes perceived as untouchable and unresponsive.

But the council's action on the national stage is not being matched at the state or local levels. Despite various attempts, only two state news councils function today, and both predate the NNC—the Minnesota News Council founded in 1971 and the Honolulu Community-Media Council formed in 1970.

Some remain alive technically but don't operate. Others simply fizzled for lack of interest.

That news councils are not a trend flashing across the journalism landscape reflects a rather lukewarm reception the National News Council has mustered from the media since its inception, though officials of all three councils say media participation in investigations is increasing.

Many journalists remain leery of any organization—private or public—that decides to tread anywhere near the dangerous shoals of judging media performance. Opponents say such actions could lead to the deeper waters of censorship. Defenders of the council say better a voluntary effort by private interests to monitor the media than the heavy hand of government—the alternative they fear.

While the argument remains unresolved, the existing councils continue to operate, if not to flourish.

Since Donovan's complaint, the New York City-based National News Council has issued 176 opinions. Sixty-three have been in cases involving television networks. Newspapers have drawn the second highest number of decisions at 41; news services and syndicates, 24; magazines, 20; wire services, 19; "other," meaning another type of news organization, eight; television stations, seven; and radio networks, three. One decision involved a "self-syndicated" writer, who sent to newspapers unsolicited columns.

(The figures reflect a total of 186 cases because there were complaints in which more than one opinion was issued.)

More than 4,400 complaints have been submitted to the NNC. Most were dismissed because they fell outside the purview of national media issues or were otherwise resolved before council action.

NNC Chairman Norman E. Isaacs, the former veteran newspaper editor who has headed the council for the last three years of its seven-year life, notes that while the frequency of complaints has declined in recent years, the cases have become more substantive.

Norman E. Isaacs

"Most of the complaints are over what people perceive to be unfairness," says Isaacs, who is editor-in-residence of Columbia University's Graduate School of Journalism. "They usually are generated by a feeling of being shafted . . . by an unbalanced story."

Television networks are the target of most criticism because they must edit to accommodate severe time limitations, he adds. A good example is what Isaacs says was the NNC's toughest case—a complaint against a January 1977 NBC News documentary, "Danger! Radioactive Waste." The American Nuclear Society and five other parties claimed the show lacked balance, contained factual errors and misrepresentations, and omitted material needed for perspective.

The council found those charges essentially unwarranted, but Isaacs partially dissented, saying that while the program was of "profound national importance" and NBC "did the job with skill and fairness," it was flawed enough in two areas "to carry the impression of possible unfairness."

The panel is comprised of eight members of the media—currently including four newspaper editors and reporters—and 10 members of the public. It elects its own members based on nominations which are accepted from anybody.

Similarly, anybody can file complaints with the NNC—individuals, groups, businesses or even an entire industry. Complainants must be willing to waive their rights of filing lawsuits relating to their grievance.

Isaacs says that even government officials and agencies may file complaints, although none have yet done so because of the lawsuit waiver requirement. "Their lawyers don't like the way we operate," he quips. "We're an alternative to the courts, you know."

The council also hears press complaints against members of the public, such as the recent United Press International charge of "harassment" by the

Synanon Foundation. NNC found that claim justified [presstime, April, page 49].

It also works with the American Bar Association in examining legal issues pertaining to the media, frequently serves as an advisor to the media on ethical questions (when asked) and tries to bring together opposing parties for resolution of differences.

The NNC was created by a task force of the Twentieth Century Fund, a New York-based research foundation.

Initially, all funding came from foundations. But the revenue base has expanded to include contributions from, among others, 40 news organizations.

That has been accompanied, however, by the expiration of a six-year, $100,000-annual grant from the Twentieth Century Fund, raising new financial concerns. The American Society of Newspaper Editors has even said NNC "is presently in a critical period" because it has "lost" that Twentieth Century Fund money. Isaacs rebuts that report, saying, "At the moment, it's a little tight, but it's not critical."

Sixty percent of this year's $320,000 budget comes from foundations; 25 percent from news organizations, including 31 newspaper companies, 10 percent from corporations, and 5 percent from individuals.

While increasing numbers of newspapers are supporting NNC financially, many still see news councils as journalistic pariahs. And their image is given no boost by newspaper organizations like ANPA and ASNE, which neither oppose nor endorse news councils.

The New York Times refuses to participate in council investigations. Publisher Arthur Ochs Sulzberger said when the NNC was formed—and maintains today—that the Times does not want "crucial judgments" of its credibility made "under a procedure so lacking in due process that one organization would function as investigator, prosecutor and judge rolled into one."

He also said that not only would the council be of no help, it could do "much harm."

"In sitting in judgement on the accuracy and fairness of news reporting, the council will have to devise standards against which to make its determinations. We do not think this is possible to do or advisable to try," Sulzberger said.

The Boston Globe "always has been quite opposed to news councils," says Editor Thomas Winship, although it is reassessing its position.

The Globe's stance has been "a matter of longstanding principle . . . We worry about interference from public and private agencies," Winship explains, and about "possible infringement on the processes of free press."

NNC Chairman Isaacs retorts that, "We don't make standards. I've said that for seven years."

The only influence NNC has is through publicity, a process subject to the decisions of those often under attack. While Columbia Journalism Review regularly publishes council reports, newspapers often don't find the decisions newsworthy, Isaacs notes. "Frustration? Yes, it's frustrating. This is a frustrating business," he says.

While increasing numbers of newspapers are supporting NNC financially, many still see news councils as journalistic pariahs.

However, media acceptance is picking up, he claims. There have been decisions spurring substantial reaction on the part of the media. For example, The Courier-Journal in Louisville, Ky., recently ran on page one an NNC decision issued against it and published a column expressing "unqualified acceptance" of the decision, he points out.

Isaacs also says the need for news councils would be greatly reduced if news media were willing to admit mistakes—"if you just straighten the record."

"The biggest problem in American journalism today," Isaacs continues, "is this dreadfully Neanderthal attitude that once it's printed it's cast in stone."

Media critic Ben H. Bagdikian echoes that view. He says the press traditionally has been "much too closed" for public comment and should have a better "feedback mechanism." He is a strong supporter of news councils but adds, "I don't believe in compulsory editing. . . . These community leaders shouldn't think that they can tell the editor what to do."

Bagdikian was director of the Mellett Fund for a Free and Responsible Press which in the late 1960s established a half dozen press councils on a short-term, experimental basis. Several continued after the term of the experiments but have since disbanded.

Typical of other, deflated councils is the Delaware Press Council, which has never heard a case. NNC Chairman Isaacs, former publisher of the News-Journal Co. in Wilmington, Del., observes that Delaware has only three daily newspapers and no television stations. "It's too small" to support a council, he says.

Typical of perhaps many state press associations looking into the feasibility of starting a press council is the Kentucky Newspaper Association. But it is an idea slow to materialize because of other priorities. Paul E. Mick, publisher of The Crittenden Press in Marion, is heading the KNA project. He admits he hasn't done much yet but maintains, as others have before him, "We'd better take a good, hard look at ourselves before the government steps in and does something."

Of the two state councils that saw the turn of the new decade the Minnesota News Council bears the larger workload. It issued 259 decisions in the 1970s with a panel of 12 media and 12 non-media members—originally chosen by a special committee of the Minnesota Newspaper Association which now is removed from all council operations.

Like the NNC, the MNC today elects its own members.

MNC Executive Secretary Cameron H. Blodgett says about 25 percent of the newspapers in Minnesota contributed this year to the council's $54,000 budget. Overall, news media contribute about 18 percent of the total; the rest comes from foundations, corporations, associations and individuals.

The other state organization, the Honolulu Community-Media Council, grew out of a dispute between The Honolulu Star-Bulletin and Honolulu Mayor Frank Fasi. Back in 1970, Fasi, among other things,

would not grant Star-Bulletin reporters access to his office.

Concerned citizens, led by a local clergyman, decided that perhaps the best way to resolve what had evolved into a "standoff" was to form an independent forum to vent both sides' arguments.

The Community-Media Council has a maximum of 30 members, although actual membership fluctuates. Council rules require that media representatives not be a majority.

In a recent action, the council asked the Hawaii Legislature to investigate whether the Advertiser and Star-Bulletin are "living up to the spirit" of their joint operating agreement—now the subject of a pending lawsuit brought by Honolulu city and county governments [presstime, May, page 24].

Advertiser Editor George Chaplin, a council member who opposed the probe request, described the council's budget as "very meager" because the organization's only costs are for mailing and paperwork. Local media and other interests provide funding.

There also are non-governmental news councils in several Canadian provinces.

But whether a council operates on a statewide, provincial or national level, proponents within the media pretty much agree that those panels' very existence helps keep the government at bay. "The idea is that if you have self-monitoring of the media, that would preclude federal or state (government) monitoring," says Margo Huston, a reporter for The Milwaukee Journal and member of the National News Council.

Huston cites a "false light" bill that recently failed in the Wisconsin legislature [presstime, May, page 30] as an example of proposed legislation that might not have been introduced had there been press self-monitoring. The bill was proposed after a Green Bay juvenile court judge died of a heart attack caused, its sponsors alleged, by distress over a series of stories in the Green Bay Press-Gazette.

A member of the Minnesota council, Editor Kenneth V. Hickman of the Grand Rapids (Minn.) Herald-Review, says that organization has "made all of us in the news business more conscious of our responsibility."

Charles W. Bailey, editor of The Minneapolis Tribune, agrees, and he subscribes to reporter Huston's point of view that a news council such as the NNC or the Minnesota panel might head off government intervention.

However, he also notes that the Minnesota council "has wasted our time and theirs on some relatively minor complaints. It can," he reports, "be a pain in the ass." □

Editors survey body type styles, sizes

A recent survey of body typefaces used by newspapers in the United States and Canada showed that "Compugraphic" was the most popular and "Crown" the second most popular.

The survey was performed by The Editors' Exchange, the monthly newsletter of the Newspaper Readership Council, which asked newspapers to submit samples of their body typeface.

It received 322 usable samples, 102 of which were Compugraphic and 77 Crown. The remainder included Corona (38), Imperial (25), Royal (15), Bedford (12) and 19 other typefaces.

Thirty-four of the samples were reproduced in the May issue of The Editors' Exchange. They ranged in size from the Concord (N.H.) Monitor's 8-point Compugraphic (on a 9-point slug) to The Charlotte (N.C.) Observer's 10.4-point Bedford (on a 9.7-point slug).

Only one of the reproduced samples was a sans serif face: 9-point Oracle (on a 10.5-point slug), the choice of the Finger Lakes Times, Geneva, N.Y.

Editors' Exchange Editor C. A. "Pete" McKnight said the purpose of the survey was "to get the industry interested in or at least thinking about readability," which he called "one of the most overlooked areas in the newspaper publishing business."

McKnight said he shares the sentiments of John S. Knight, editor emeritus of Knight-Ridder Newspapers Inc., who wrote The Editors' Exchange that "with rare exceptions . . . newspapers are increasingly difficult to read. Apparently editors and publishers fail to realize that their most loyal readers are people over 40 years of age, and at that time the eyesight is not as keen as in earlier years."

Phillip Ritzenberg, assistant managing editor of design and production at the New York Daily News, said in another letter: "Type size by itself may make characters visible, but will not measure readability of text."

Large size type, set on too narrow a measure with resulting erratic hyphenation and justification, he continued, "will be hard to read because it jerks the eye back and forth."

Design magazine, the quarterly publication of the Society of Newspaper Designers [presstime, April, page 49], will devote most of its issue to typefaces, according to Richard Curtis, design director for The News American of Baltimore. □

Competition fierce for Mercury, News' 'Silver Pen Award'

For about a year now, the San Jose (Calif.) Mercury and News have been selecting the most thoughtful and best written letter-to-the-editor each week and honoring its author with the "Silver Pen Award."

Competition is fierce.

"We've gotten a number of letters from people bucking for the award, writing, 'Please consider this letter for the Silver Pen Award,' " reported editorial page copy editor Joanne Jacobs. She added, "People seem to be spending more time polishing up their letters."

Born of "a desire to develop more interaction with our readers," the Silver Pen's reader response has been exciting, Jacobs said. □

Student paper loses in court

The 4th U.S. Circuit Court of Appeals has upheld the right of school officials to stop distribution of a student publication that "encourages actions which endanger the health or safety of students."

At issue was an advertisement for a drug paraphernalia shop which prompted administrators at a Silver Spring, Md., high school in 1978 to ban the second edition of the 450-circulation *The Joint Effort*.

Co-editors Mark Gutstein and Gregory Williams appealed the school's action. They were assisted by the Washington, D.C.-based Student Press Law Center—the organization that was instrumental in obtaining a February court decision in Atlanta upholding student press rights [presstime, May, page 24].

Student Press Law Center attorney Michael Simpson said he will ask the 4th Circuit Court to hear the case. However, he said he won't take the case to the U.S. Supreme Court because a possible loss there "would set a bad precedent nationwide."

During the two-year appeal, Simpson said, evidence was produced that the Silver Spring school's library carried publications "that ran ads for cigarettes, alcohol and drug paraphernalia." □

Monthly publication about NIE launched

Berkley-Small Inc. has introduced the NIE Information Service, a monthly publication presenting articles, programs, materials, promotions, sources for funding and workshop techniques pertaining to the Newspaper in Education program.

For more information contact a Berkley-Small representative or the home office at P.O. Box 6526, Mobile, Ala.; (205) 476-6600. □

Youth pages to be listed

ANPA Foundation is compiling a list of newspaper pages and supplements designed for young people. If your newspaper publishes such material, please send a copy to Robb Deigh at The Newspaper Center, Reston.

Transportation notes

Greyhound Bus Lines said it will seek a rate hike that could raise costs to newspapers from 2 to 50 percent depending on the shipping distance. Increases are subject to Interstate Commerce Commission approval.

Greyhound's proposal is seen as a "compromise" by ANPA Traffic Committee members. ANPA opposed a previous Greyhound plan to implement a per-bundle rate structure with elimination of shipper-identification numbers. Greyhound dropped that idea, opting for a change in the rate structure that has been in effect since October 1976.

Traffic Committee members also learned at a meeting June 9 in Atlanta that Conrail has agreed to pay—retroactively—service charges for labor in handling damaged rolls of newsprint.

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The U.S. House and Senate in late June passed a bill which substantially **deregulates the trucking industry.** President Carter has said he will sign the bill. Meanwhile, the **rail deregulation bill** has been sent to the House floor for action. ANPA's Traffic Committee is monitoring the two bills [presstime, May, page 62].

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The Senate has approved an authorization bill for the **U.S. Railway Association** that directs the agency to "intensify its review of Conrail's financial situation and future viability."

Sponsored by Senate Commerce Committee Chairman Howard Cannon (Nev.), the measure would require the USRA—in cooperation with the Transportation Department and the ICC—to submit to Congress by early next year a plan dealing with Conrail's future funding requirements, structure and activities.

The authorization bill, S 2527, would provide the USRA with $31.5 million for fiscal 1981 and $25.5 million for fiscal 1982.

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East Coast and Gulf Coast (except New Orleans) **longshoremen** and the shipping industry reached a three-year agreement May 27 on a new master contract—four months ahead of the Sept. 30 deadline. The pact must be matched by local agreements still to be negotiated in each port, and both the national and the local contracts are subject to port-by-port ratification. If the agreements are approved, it would mark only the second time since World War II that a strike was averted in this situation.

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Merging **New England's railroads** would be one way to reverse their declining traffic base and improve revenues, according to a study conducted for the USRA and the New England Regional Commission. The study proposed three alternatives to the railroads' present structure:

- A consolidated "New England Railroad" which would be made up of the Bangor & Aroostook, Boston & Maine, Central Vermont, Maine Central, Providence & Worcester, all Conrail lines in New England and three Vermont short lines—Green Mountain, Lamoille Valley and Vermont Railway. All other New England rail lines needed for local or through service would remain in operation.
- Consolidation into two railroads. The "Northern New England Railroad" would comprise the Bangor & Aroostook, Boston & Maine and Maine Central. The "Southern New England Railroad" would be made up of the Providence & Worcester and all Conrail lines in New England, including existing Conrail trackage rights on Amtrak and lines owned by Connecticut. All railroads not included in one of the two merged systems would continue current operations.
- Altered markets for the Central Vermont, Boston & Maine, Conrail and Providence & Worcester, but retention of Maine's railroads as they are.

According to the study, conducted by Harbridge House Inc./Gellman Research Associates, the first plan would generate the largest incremental improvements in net railway operating income, the largest truck-to-rail traffic diversion and the greatest fuel savings; but it also would have the greatest impact on employment, with a net loss of 973 jobs, and result in the largest increase in pollution. The second would provide the most significant increase in traffic and in freight revenues. □

Look to 1981 for gains, ANCAM members say

Margaret Genovese
presstime staff writer

Conversation at June's 60th annual conference of the Association of Newspaper Classified Advertising Managers in Boston: "How's it going with you? How's your real estate, how's your automotive. . . ?"

"It's the first thing people ask" in light of the recent slippage in classifieds [**presstime**, June, page 27], observed Karen Keefner, classified advertising manager at The Daily Intelligencer in Doylestown, Pa.

With recent linage figures dropping as much as 32 percent from comparable months last year, some CAMs admitted they were "stunned" by the reversal. Yet, while several believe they will be playing "catch up" for the remainder of this year, many expect to snap back entirely by 1981.

"If you look back in history and chart the progress of classified, you see that we are very volatile, extremely sensitive to a recession," said new ANCAM President Leslie D. Gensmer of the Minneapolis Star and Tribune. "But we feel very confident that history is going to repeat itself, and we will come out of this recession stronger than ever."

He said that "early next year, we're going to be back even with or exceeding comparable months a year ago."

Gensmer even predicted that "in five years classified advertising will be newspapers' top revenue-producing department." Classified already outsells retail at some newspapers, he noted.

Agreeing with the short-term assessment was ANCAM conference program chairman Jack Guerin of The New York Times. "The next couple of months will be tough ones for classified and for newspapers," he said, but "there is some light at the end of the tunnel, as we see it, in 1981."

Fueling hope for a 1981 comeback were reports at the conference from two parts of the country—the West and Midwest—that the slumping real estate market is poised for a revival. Real estate leads the three major categories of classified advertising (ahead of employment and automotive) that together make up 80 percent of classified revenues.

"Most classified managers I've spoken to (on the West Coast) are optimistic about their real estate linage for the next few months," reported Jack Harpster of The Daily Breeze in Torrance, Calif. "Activity has picked up, and those 10- to 20-percent losses we've been experiencing are starting to come down."

In a panel discussion on "Real Estate for the '80s and Foreseeable Future," Harpster said creative financing, new mortgage instruments and the loosened money supply have eased the situation. "There is a tremendous pent-up demand (for housing) that is going to explode," he predicted.

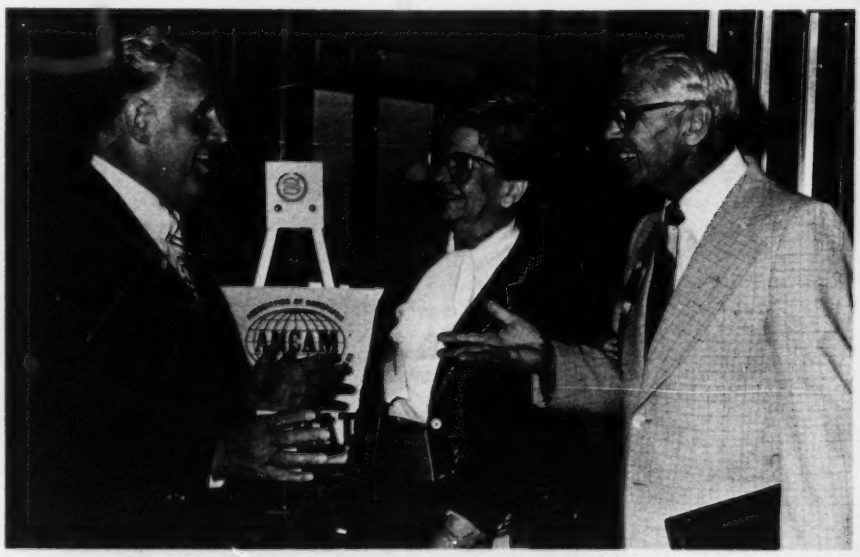
Frederick DeVoe of the Kansas City (Mo.) Star and Times, echoed Harpster's expectations for the resale home market, saying it's "about to bound back in the Midwest."

He added that the economic downturn appears to be having a positive effect on investment property and inner city real estate sales. But the *new* housing industry in the Midwest "appears to be dead for 1980 and possibly for most of 1981."

Clear from all the conference discussion is that a classified rebound won't be automatic. That's why Newspaper Advertising Bureau President Jack Kauffman said in his keynote address that newspapers will be challenged this decade to expand "the very narrow revenue base" provided by their three major classified categories.

"Just as the wise investor diversifies his portfolio of stocks so that he can't be hurt too badly if any one or two companies don't perform, so should we guard against being too dependent on the continued loyalty of two or three categories of classified advertisers," he said. Trademark, professional and business-to-business listings are categories Kauffman said are being developed.

Other challenges will emanate from the proliferation of competitive media—including shoppers and pennysavers, the broadcast media, cable television and "computers and the new information technology," Kauffman noted.



ANCAM conference chairman Lawrence B. Healy of The Boston Globe (left) greets Cal Trembly of Harte-Hanks Communications Inc. (center) and president Gensmer.

Classified advertising expenditures in daily newspapers tripled in the last decade from $1.5 billion in 1970 to $4.6 billion in 1979, he pointed out. Classified now contributes approximately one out of every three dollars of daily newspapers' total advertising revenues.

The dimension of the overall classified slippage was documented in NAB figures released June 4. Classified was down 9.3 percent in April from a year ago, after first-quarter gains. It was the only category in the loss column, although retail's gain was slightly less than a percentage point. National, reflecting longer-term media buying decisions, was up 11.9 percent.

Statistics don't tell the entire story, however. Sudden decline after years of steady increases "is a new feeling for us in the classified industry," said Cliff H. Hansen of The Tribune and The Deseret News in Salt Lake City. "Maybe we're a little stunned by it."

Classified advertising managers from 234 newspapers attended the June 15-19 conference. Gensmer, who was elected president of the association at the conference, told presstime he will strive to increase membership from its current level of 573 and also will work to dispel a false image that the association is "run by and for big newspapers."

He urged publishers of smaller newspapers to make their classified managers available for positions as directors and officers and for service on key ANCAM committees. □

Classified slump contributes to cut in workweek at one newspaper. Story, page 57.

Newspapers' role in electronic class ads topic of panel

A newspaper business task force will study how newspapers can be leaders in electronic classified advertising.

Dr. Albert E. Gollin, vice president and associate research director of the Newspaper Advertising Bureau, told the annual conference of the Association of Newspaper Classified Advertising Managers in June that the task force in which ANPA is participating, will:

- Define technical requirements, feasibility and projected costs of a compatible electronic classified system for multiple or individual newspaper use.
- Design a vocabulary and coding scheme for classified ad content that ultimately can be used to store and deliver electronic classified ads to consumers.
- Explore issues such as copyright protection, ownership or leasing of cable television channels and cross-ownership of print and electronic media used to display advertising.
- Establish a central reference point at NAB for monitoring industry and media trends and to develop proposals for a full-scale testing of an electronic classified system.

He said more than 200 of 236 NAB-member newspapers responding to a recent questionnaire indicated willingness to support and use a standardized classification and coding system for classified advertising.

FTC proposes to require more disclosure for specified claims in food advertising

The Federal Trade Commission has given preliminary approval to a trade regulation rule that would require disclosure of certain information in food advertising.

Under the proposed rule, advertisements:

- Claiming a food is high in energy must disclose that energy means calories
- Claiming a food is useful for weight reduction must disclose the number of calories per serving unless it conforms to the Food and Drug Administration's definition of "low calorie"
- Making claims about the fat, fatty acid or cholesterol content of food must make certain disclosures such as the amount of the substance in a serving
- Making claims about the relationship between diet and heart disease must disclose the existence of controversy on the subject and must not make unsubstantiated and false claims.

The commission May 22 called for additional staff work on standards for advertising foods as "natural," and decided not to prohibit "health food" claims or to adopt standards for advertising "organic" foods. The staff also was asked to provide additional information on its recommendation that a disclosure in an advertisement be "as prominent" as the claim in question. This differs from previous disclosure requirements, such as the one that says that the health warning in cigarette advertising be "clear and conspicuous."

Final action on the rule is expected by the end of the year. The FTC has been considering rulemaking in this area since 1974. In April, it announced plans to drop two other sections of its proposed rule having to do with nutritional claims [presstime, May, page 28]. □

Court upholds utilities' right to advertise

The U.S. Supreme Court in an 8 to 1 vote June 20 upheld a public utility company's right to promote the use of electricity through advertising. In a companion decision, the court ruled that utilities may insert promotional flyers into customers' bills.

The New York Public Service Commission had banned power companies' advertising and bill inserts, and New York's highest court had upheld the prohibitions [presstime, November, page 28]. But Justice Lewis F. Powell Jr., writing for the majority, said the First Amendment "protects commercial speech from unwarranted governmental regulation."

"Commercial expression not only serves the economic interest of the speaker," Powell said, "but also assists consumers and furthers the societal interest in the fullest possible dissemination of information." □

Industry-wide FTC rules on 'unfair' ads shelved

By Margaret Genovese
presstime staff writer

Congress has placed a moratorium on the Federal Trade Commission's authority to issue industry-wide trade rules to protect consumers from "unfair" commercial advertising.

For the next three years, the FTC can initiate rulemaking proceedings aimed only at eliminating advertising that is misleading, deceptive or false. Its ability to challenge advertising from the standpoint of unfairness on a case-by-base basis has not been changed.

The commission also has been prohibited from promulgating a rule as a result of its pending children's television advertising inquiry based on a determination that the commercials are *unfair*. It can, however, continue its "kid vid" probe, provided it focuses on *deceptiveness* [presstime, January, page 18].

The advertising restrictions are spelled out in compromise legislation that was signed by President Carter May 28, ending months of controversy over what limits, if any, should be put on the agency that some members of Congress said was "out of control."

The new law's restraints are more moderate than those in earlier versions of the FTC legislation. For example, the bill passed by the Senate would have killed the children's TV ad proceeding.

The primary check Congress has placed on the commission is a two-house legislative veto over its regulations. Before any new FTC rule can take effect, the House and Senate have 90 days to consider it. Vetoes by both houses can kill a rule.

There is movement to extend this control to other federal agencies' rules. A bill approved by the Senate Governmental Affairs Committee in May, and expected to be offered as an amendment to regulatory reform legislation when it comes to the Senate floor, perhaps this month, would give Congress veto power over all major federal rules except those of the departments of Defense and State and the Internal Revenue Service. The House Judiciary Committee has attached a similar veto provision to its regulatory reform bill, still in committee.

One former FTC official has suggested that Congress' efforts to rein in the commission are having an inhibiting effect. Alfred F. Dougherty Jr., director of the FTC's Bureau of Competition, resigned effective June 30 and said in his letter of resignation that "an air of calculating caution has spread within the commission."

It was Dougherty's division that concluded a study of media ownership concentration early this year. No recommendations for additional media regulations were made by his staff in its report to commissioners in January [presstime, February, page 13]. Release of that report has been authorized by the commission, but it has been held up because of a shortage of personnel to type it for publication, according to Heather Kirkwood, FTC attorney in charge of the project.

FTC Chairman Michael Pertschuk, however, has denied that the commission will tone down its activities in anticipation of congressional scrutiny.

Aside from reducing the commission's authority over commercial advertising, the new law also contains these provisions of significance to the press:

- It prevents the commission from disclosing, under the Freedom of Information Act, commercial or financial information marked "confidential" it receives under subpoena or voluntarily [presstime, June, page 9]. ANPA has protested the inclusion of this provision without public hearings.
- It directs the FTC to reduce the number of small businesses required to fill out Quarterly Financial Reports, and to make the reporting forms easier to complete. In the last quarter of 1979, 568 firms involved in "printing and publishing"—including newspapers—were asked to file reports. The reforms are to be in effect no later than Oct. 31, 1981. □

Booklet explains Truth-in-Lending ad requirements

The Federal Trade Commission has published a new manual, "Advertising Consumer Credit and Lease Terms," to assist businesses whose advertisements are subject to disclosure requirements of the Truth in Lending Act.

Although it points out there is no liability under the act for the media in which advertisements appear, the booklet notes: "The media can, however, protect their customers by screening advertisements to make sure that they comply with the law."

The manual, no. 018-000-00263-9, is available for $2 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. □

New NAB slide show promotes newspapers

The Newspaper Advertising Bureau Inc. has produced a slide and sound show, "We Care," which promotes the newspaper as an essential service in the community and as a business.

Produced for the Newspaper Readership Project, the show is designed for community groups, educators, students, in-plant tours and staff-orientation sessions.

Copies of the package, including slides, script, cassette tape and instructional guides, are available for $70 plus postage from NAB, 485 Lexington Ave., New York, N.Y. 10017. □

Panel nixes DOE ad funds; public-service ads sent out

The House Interior Appropriations Subcommittee last month knocked out of a fiscal 1981 appropriations bill a $50-million request from the Department of Energy for a paid energy conservation advertising campaign. A $7-million request for this fiscal year also was denied [presstime, April, page 28].

Meanwhile, DOE has mailed to all daily and weekly newspapers in the country proposed public-service ads for the department's gasoline-conservation campaign. □

Possibly one-third of available co-op ad funds not being used

By Jack Kauffman

One of the most intriguing aspects of the cooperative advertising support offered by manufacturers and other suppliers to their retail outlets is how much goes unused. So while co-op generated newspaper advertising has grown rapidly, and now amounts to some $3 billion annually, there may well be the potential for another billion in newspaper advertising from unused funds available in existing programs.

And as co-op advertising continues to increase, so will the gap between what is available and what is used—unless stores and newspapers find ways to recapture money that is now getting away.

Jack Kauffman

The Newspaper Advertising Bureau has addressed itself to this problem in a number of ways, keeping newspapers informed of manufacturer programs and encouraging newspapers and manufacturer sales representatives to work together to help their retail accounts use co-op programs effectively. Similarly, the Newspaper Advertising Planbook, which the bureau's member newspapers distribute to tens of thousands of retailers every year, includes a section on calculating available co-op and integrating it into retail advertising budgets and schedules.

Now the bureau is stepping up its efforts in this area with a program that newspapers can use with major retail accounts in their markets. It is based on a system of co-op audits which was developed and implemented after a period of intensive work with department stores of all sizes.

These audits have resulted in new co-op discoveries ranging up to $200,000. The bureau has taken the experiences of one of these audits and developed it into a case history presentation for its member newspapers to use in selling the co-op audit idea. Its title: "The Great Co-op Discovery."

In this instance, the store—McClurkan's in Wichita Falls, Texas—was able to increase its co-op recoveries dramatically, bringing them up from about $8,000 a year to more than $24,000 with a prospect of raising them even further. And, of course, the additional advertising exposure also brought extra sales.

As co-op advertising continues to increase, so will the gap between what is available and what is used—unless stores and newspapers find ways to recapture money that is now getting away.

The program with McClurkan's had two elements—an analysis of the co-op recovery operation and the implementation of a new co-op control plan. The audit was thorough and covered top management as well as the executives most immediately involved with co-op—the advertising manager, the chief buying executive and the accounting head.

Top management was asked such questions as:

- Does your store aggressively seek co-op collection above 3 percent of purchases, and does this amount represent between 30 and 40 percent of your advertising budget?
- Is there one person who keeps on top of co-op plans, accruals, requirements and reimbursements?
- Is control centralized in one department?

From the advertising manager, the auditors wanted to know such things as:

- Is there a master file of all vendor co-op agreements?
- Does your store have its own co-op agreement form?
- How many current contracts are now in the file?

Questions to the head buying executive included:

- Do you ask for newspaper co-op and fill out a co-op agreement form for every major purchase?
- Do you bring layouts of co-op ads and newspaper rate cards to market to present to vendors?

And the accounting head was asked:

- Is there a monthly purchase journal available to all buyers which indicates current levels of co-op accruals for each buyer?
- Is there a system to assure collection for all co-op ads previously run?

In addition, the auditors examined certain internal records such as a listing of vendors ranked by dollar purchases and showing buyer responsibility—the previous year's advertising budget by medium and by department—and seasonal buying patterns, including the relationship of reorders written in the store to initial orders written in the market.

When the fact finding was over, there were three major recommendations:

1. Centralize co-op administration in one department with one person responsible.

2. Create and implement a new but simplified co-op agreement form for buyers to use in negotiating co-op in the market.

3. Have the newspaper conduct a co-op workshop to make buyers aware of the basics of newspaper cooperative advertising.

For McClurkan's, the new approach worked. It simplified operations, centralized responsibility and developed a flow of co-op agreements. But what about the newspaper? Were the results worth all that effort?

Over the next ten years, noted Ed Barnett, vice president and advertising director of the Wichita Falls Times, the increased advertising by McClurkan's should amount to several hundred thousand dollars. "To me, that's worth it," he said.

Other newspapers may also find that such in-depth, co-op sales efforts are "worth it." They can start by calling in NAB for help with their first audit and then, guided by this experience, go on to do others by themselves. □

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Newspapers starting to use more adult carriers

By Marna Perry
presstime staff writer

In the South's sunny retirement communities, senior citizens seeking to augment fixed incomes are joining the ranks of adult newspaper carriers, replacing the familiar, Norman Rockwell-memory of the neighborhood paperboy—or girl.

In low-income urban areas, adults are replacing youth carriers because parents don't want their children on the streets in the pre-dawn darkness delivering morning dailies in dangerous neighborhoods.

And in rural locales, newspaper delivery is swinging from the mails to adult carriers who must drive long-distance routes through the countryside to provide home service.

Although circulation experts aver that youthful newspaper carriers probably will never disappear from the landscape—indeed, nine of every 10 home-delivered copies are handled by youngsters—they claim there is a *slow* trend toward adult carriers. And they say the trend is most perceptible in the south and in urban centers.

Gordon Cox, assistant circulation director of The Florida Times-Union (circulation 150,758 a.m.) and the Jacksonville Journal (circulation 52,026 p.m.) and secretary-treasurer of the Southern Circulation Managers Association, believes "Florida has been pretty much (an) adult carrier (state) for years.

"There are an awful lot of people who are retired here who want to stay active," he says. "And more and more, as communities are spreading further out, newspapers are going with adult deliveries."

Cox adds that he feels the trend is spreading to the other six states in the SCMA.

He concedes, however, that there are no concrete figures or studies to support his perception of such a trend, either in the South or elsewhere.

"But I've been a member of SCMA for 16 years, and every year, more and more members report having gone to adults, and more and more (association) meetings are about adult carriers," he says.

Some informal figures are available.

Robert A. Macklin, general manager of the International Circulation Managers Association, says an association survey revealed that 26 newspapers in North America had switched to all-adult carrier systems over the last year and a half.

Contributing to the adult carrier transition have been newspapers moving from afternoon to morning publication, Cox contends.

"Newspapers wanted to keep the boys and girls after they switched to mornings but found the kids didn't want to get up as early as would be necessary to get early editions delivered." Another factor, Cox adds, is that "parents don't want their kids wandering around the streets in the early morning hours. But in the afternoon, after school, they feel it's OK for the kids to pedal their bikes."

Buttressing these views is the experience of Billy Tuma, circulation manager of The Galveston (Texas) Daily News, who sees no chance of his 30,000-circulation daily reverting to youth carriers.

"We went morning about 13 years ago, and immediately I got in trouble," Tuma says. "All these young carriers just quit on me. So we had to go adult."

Rising postal costs also are a factor in the trend toward adults. They are prompting some publishers to abandon the mails in favor of motor delivery routes in rural areas.

And observers cite a number of other reasons for the trend, including:

- The need for fewer supervisory personnel in an adult-carrier system
- A shrinking juvenile population pool from which to draw youngsters for routes
- Reduced earnings from a paper route for youngsters in relation to the time and effort involved and in comparison with paper-route earnings of previous generations of youth carriers
- The expanding girth of newspapers, limiting the number of subscribers a youth can serve.

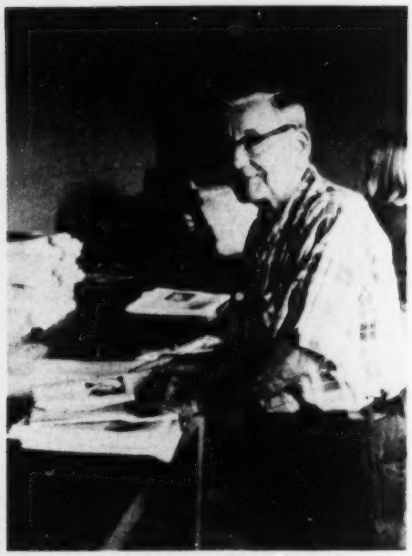
Despite these thrusts toward adult service, however, a recent University of Missouri School of Journalism study shows that the "little merchant system"—whereby youngsters independently contract to deliver and sell subscriptions for newspapers [presstime, March, page 10]—is used at least in part at 93 percent of the dailies in the United States and Canada.

Circulation experts such as ICMA's Macklin and former ICMA General Manager Cyrus H. Favor contend that despite

Max Flack drives motor route for the Asheville (N.C.) Citizen-Times.

its inherent problems, the little merchant system still abounds with benefits, including:

• Lower operating costs. Youth carriers are not subject to the wage and hour laws controlling adult workers and rarely are made beneficiaries of company insurance packages and pension and profit-sharing plans that many adult carriers enjoy.



Bill Nixon rolls newspapers for delivery for the St. Petersburg (Fla.) Times and Evening Independent.

• A built-in sales force. Youth carriers are regarded as better sellers than adults.

One person disputing this contention is David Fluker, circulation director at the St. Petersburg (Fla.) Times (209,781 a.m.) and Evening Independent (39,887 p.m.).

"The biggest fallacy in the news business today is that adults won't sell," Fluker asserts. "Last year, we had 57,072 new subscriptions. Of those, nearly 62 percent, or 35,072, were written by adult carriers."

• Better service. Youth carriers are believed to provide more personalized "doorstep" service to subscribers than adults.

• No fuel costs. A youth carrier system does not require gasoline, the soaring cost of which worries several circulation executives administering vehicular delivery systems.

Michael Blanton, circulation manager of the Herald Courier (29,812 a.m.) and the Virginia-Tennessean (9,507 p.m.) in Bristol, Va., foresees a possible trend reversal to junior carriers because of skyrocketing fuel costs.

"When an adult travels a mile, it costs 21 cents because he's driving; a kid goes the same mile on a bicycle. That makes a difference," Blanton says.

Circulation authority Favor credits the youth carrier system with preserving newspaper home delivery, which he contends is the sole surviving regular home-delivery service in the country.

"Home delivery for milk, bread, dry cleaning and all the other things that used to be brought to your door no longer exists. It was killed because it was nonviable to continue with adult delivery," he says.

And Favor, who is completing a book concerning the socioeconomic pressures for carrier youths, urges that "we should nurture the (youth carrier) system," noting that the pay for "little merchants" could stand improvement.

"Publishers pay adults twice as much as youth carriers," he says. "Kids are reimbursed meagerly for what they do. That should be changed." □

11-year-old carrier wins suit; subscriber ordered to pay up

For 11-year-old Louis Zelazo, a three-year veteran of newspaper delivery, school recess is not time to play; it's time for serious business.

The sixth grader used his recess May 21 to take a delinquent customer on his Berkshire (Mass.) Eagle newspaper route to the small claims session of the Adams, Mass., District Court.

But Zelazo didn't get the chance to argue his case. Judge John A. Barry ruled in favor of the youngster when the defendant failed to appear.

In his complaint filed with the court, Zelazo had charged that a subscriber owed him for seven weeks' delivery, or about $8.50 in cash.

The judge ordered the subscriber to pay the $8.50 plus $4.50 in court costs.

Zelazo said people in the courthouse seemed somewhat amused by his action. "They told me that no one has been filing such small claims, especially in a case like mine, where it's just for a paper route," said the young entrepreneur.

Berkshire Eagle Circulation Manager William P. Shelsy praised Zelazo. "He is really something. He did this himself. We didn't even know about it. We had nothing to do with it." □

Commercial printing offers both revenue, risks

By Howard Eichler

Many newspaper executives view commercial printing as a golden opportunity to convert idle press time into a revenue-producing activity. Printing another company's publication or a local retailer's advertising circular can be financially rewarding.

However, a publisher should not attempt to begin this type of venture before carefully considering the risks. In many cases, newspaper executives have lost considerable sums of money because they underestimated the requirements of a specific job.

There are three important rules regarding commercial printing.

Rule One: **Know all costs before bidding.**

Before developing a bid, a newspaper executive must be aware of all of the internal costs of the printing operation.

Some of these expenses are obvious, such as newsprint, ink, negatives, plates and labor. Other costs are more hidden but are just as important, including heat, electricity, building security, realty taxes, fringe benefits, janitorial services, shipping and general supplies (i.e., wooden skids, metal strapping, etc.). In addition, if a broker is used by the customer, his or her commission may also be part of the costs.

Remember that when printing a daily newspaper, changes can be made on deadline schedules if they are hindering profits. This is not true, however, when contractual agreements have been made to produce another company's publication.

Maintain precise records of all expenses incurred on the publications printed, including detailed accounts of the costs of labor and materials. Keep separate records for the revenue generated by commercial printing jobs and that generated by the newspaper.

Also be sure to establish specific rates for color separations, halftones, reverses and author's alterations. With today's rapid escalation of materials costs, be certain the contract allows the price to be increased accordingly.

Rule Two: **Know all the specifications of the project.**

Make certain that the following areas have been covered:

• *Quantity*—Be aware of any specification which may include a plus or minus factor.

Most price quotes will decrease in the cost per unit as the quantity increases. Use the total quantity needed as the basis for the bid. However, be sure to make an allowance for an increase or decrease in the total print order.

Don't forget to have the customer specify the number of pages, because newsprint, ink, labor and other costs cannot be computed without this figure.

• *Color*—Color ink should be charged at a cost-plus ratio. If more than one color is to be used, remember to include the costs involved in changing colors on a press unit.

In addition, be aware that special types of color printing will cost more than usual—for example, a solid reverse requires a substantial amount of ink.

• *Typesetting*—If this is part of the specifications, be sure that copy deadlines are clearly indicated in the contract. Be sure to include any charges that will be imposed if a press start is delayed, as well as any overtime pay that results from a delay.

• *Newsprint*—Specifications should include not only the physical size of the finished product, but also the basis weight of paper used. Don't forget to include the newsprint waste factor when compiling the bid.

If the specifications state that paper will be provided, then remember that it will have to be unloaded, stored and insured while it remains in the plant. Roll butts also will have to be stripped and, if necessary, returnable cores tied up. All of this requires labor, and the cost of that labor should be included in the bid. In addition, the contract should state who owns the paper waste and who is required to dispose of it.

• *Mailing and courier service*—If the printed product is to be mailed, the specifications should state the quantity to be mailed, the type of mailing list to be used, who will supply it, etc.

If the specifications require the bidder to maintain and generate the mailing list, be sure to figure carefully the cost of this expensive procedure.

Inasmuch as the post office has very specific requirements for mailing, be sure to consult with the local postmaster about how the mailed copies should be prepared.

Only with factual cost-accounting statistics, a thorough understanding of each job's specifications and an accurate estimate of post-printing cost allocations will a newspaper be assured that its commercial printing will be profitable.

If a courier service is required for proofs or copy, be sure the details of how this service will be used are included in the specifications, as well as who will pay for the service.

• *Telephone charges*—Long distance can be a very costly item and can erode the profit margin if not monitored closely.

• *Inserts*—If inserting is required, be sure to include this price in the contract.

• *Libel*—Be sure the newspaper cannot be held liable for any editorial content in the commercial printing.

• *Chain of command*—The customer should be made aware of the person or persons responsible for the project. The surest way to lose money in commercial printing is to allow the customer to bypass the internal chain of command and to consult with an individual in the press-

Eichler, formerly a production engineer for the ANPA Research Institute, is production manager for The Herald-News, Passaic-Clifton, N.J.

room or composing room to increase the print order, to add color pages, etc.

The final contract should include acceptable language as to quality and quantity control. It is important for the newspaper to maintain authority in all matters of quality acceptance.

If, however, the customer wants jurisdiction over quality, make certain the contract states that the customer will be charged for paper waste and labor. It is not uncommon for an account representative to reject the product as it comes off the press until he finds one that is acceptable—a very costly practice.

Finally, make sure that all principal parties are aware and have agreed contractually to the method of payment for services provided.

Rule Three: **Know how to compute costs accurately.**

Several methods can be used to compute the costs of commercial printing.

Some newspapers that have spare press time available do not charge for the pressroom personnel used during that period, because they must pay the labor force during normal working hours anyway.

Although this may give newspapers a competitive edge—it enables them to submit a lower bid—such a practice can be detrimental if the printing job forces the pressmen into an overtime situation.

Other newspapers also may choose not to compute the cost of machinery depreciation or building overhead in their bids; however, this method does not truly reflect bottom-line realities.

Finally, some newspapers establish a separate department which "buys" the available press time from the newspaper for commercial printing. This is perhaps the most realistic method because this department is completely aware of the cost vs. profit structure for each job bid and each job printed, and it is responsible for the bottom line of that newspaper's commercial endeavors.

In summary, only with the establishment of factual cost-accounting statistics, together with a thorough understanding of each job's specifications and an accurate estimate of post-printing cost allocations, will a newspaper be ensured that its commercial printing will be profitable. □

Preparing multiple zoned pages with one paste-up, one negative

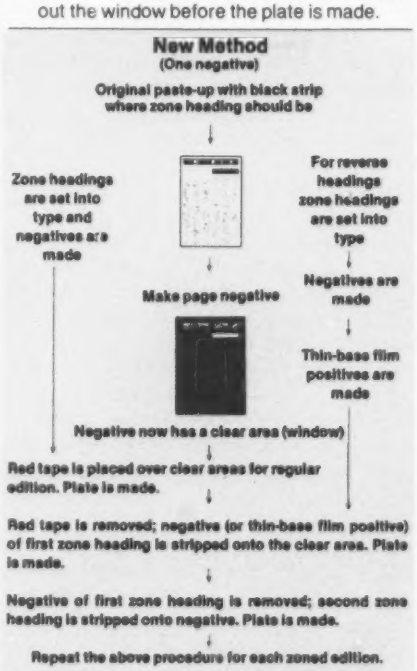
A faster, simpler and less expensive method for preparing pages for zoned editions has been devised by James M. Snoddy, technical specialist-photography of the ANPA Research Institute.

It eliminates the need for multiple page paste-ups and negatives due to numerous zoned-edition heading changes. Instead, only one negative and paste-up per page are required.

The procedure was developed during a recent ANPA/RI "hands-on" training seminar when an attendee requested help in devising an improved method for preparing pages for zoned editions.

To utilize this technique, the following steps should be taken:

1. Zone headings are set into type and negatives are made.
2. A small, oblong black strip is added to the original paste-up where the zone heading would be located.
3. A page negative is made, leaving a clear area (window) on the negative where the black strip appeared on the original paste-up.
4. For the regular edition, red tape is laid down over the clear area in order to block-out the window before the plate is made.



5. The red tape is removed, and a negative of the heading for the first zone is stripped onto the clear area. A plate is made.
6. The negative of the first zone heading is removed, and the second zone heading is stripped onto the negative. A plate is then made.

Step 6 is repeated for each zoned edition.

If a newspaper uses a reverse—white type on black copy—for its zoned edition headings, then a thin-base film positive is prepared for each heading. Steps 2 through 6 are followed, except that the thin-base film positives of the zone headings are placed into position over the clear area before each plate is exposed. If the zone heading is to be in a particular design, such as a circle, then the positive and the black "strip" for the original paste-up also should be made in that same design.

Zone positives can be positioned on either side of the page negative; however, positioning on the base side of the film so as not to interfere with plate contact produces a less sharp, yet acceptable, image.

To estimate the amount of time and money that can be saved with this technique, consider the number of zoned editions and negatives required. For example, if a newspaper has a regular edition plus five zoned editions, then the traditional method would require five additional paste-up and camera operations, and five additional negatives for each page where a zoned heading is used.

For this particular example, the savings per page on paste-up and camera operations, plus materials, would be as follows:

Paste-up operations	6 minutes per day
Camera operations	6 minutes per day
Film (Five additional page negatives per day at $1.98 per negative)	$9.93 per day
Chemistry	.60 per day
TOTAL	12 minutes per day/ plus $10.53 per day

For a year, that would mean savings of 62.4 man-hours plus $3,285. □

Legislative activity focusing on AT&T deregulation bills

By C. David Rambo
presstime staff writer

A flury of legislative activity in late June surrounded House and Senate bills which could authorize AT&T to select, edit and deliver news to subscribers via its massive communications network.

The proposals, although revised from previously considered measures, were scheduled for review by the full House and Senate Commerce committees without benefit of public hearings. But at the last moment the Senate committee temporarily shelved its planned review.

ANPA—citing dangers of acting too quickly on such "complex and controversial" bills—requested the committees to delay legislative action.

"The issues before the committees are of extreme importance and involve sufficiently fundamental policy questions as to require the fullest and fairest comment and review process possible," said ANPA Executive Vice President and General Manager Jerry W. Friedheim.

Legislation which may structure society's communications for decades to come should not be developed on "any arbitrary, hasty timetable," he said.

As an "example of the policy questions raised for a democratic society by the current form of the bills," Friedheim posed the following question:

> "Should the nation's largest company, AT&T, which has grown and operated under specially granted monopoly privileges, be permitted on any scale to involve itself actively not just in the common-carrier transmission of information but also in the selection, editing and vending of that information to the public in a mass-media or data-retrieval sort of structure which in the United States raises the most basic sorts of social, constitutional and anti-trust concerns?"

S 2827 was scheduled for review June 24 by the Senate Committee on Commerce, Science and Transportation. The committee announced June 23, however, that it had postponed its review indefinitely because of the hospitalization of two committee members.

HR 6121 remains slated for review July 2 by the House Interstate and Foreign Commerce Committee.

The House and Senate measures coincide with the Federal Communications Commission's May 5 decision in the Second Computer Inquiry [presstime, June, page 22]. All allow telecommunications companies to offer "enhanced" telephone-based services such as videotex. AT&T and General Telephone and Electronics—the two largest—would have to establish separate subsidiaries for those new offerings.

In a related development, a jury in a U.S. District Court in Chicago June 6 awarded a smaller telecommunications firm—MCI Communications Corp.—$1.8 billion in an antitrust lawsuit against AT&T. MCI alleged that AT&T between 1971 and 1975, balked at allowing it to use local AT&T systems, even though such an arrangement was ordered in a landmark 1971 FCC decision.

AT&T is appealing the Chicago jury's verdict.

Meanwhile, the FCC continued to review an ANPA request for reconsideration and clarification of elements of the Second Computer Inquiry decision. ANPA took issue with the FCC's "attempt to subvert the antitrust policies embodied in the 1956 Western Electric Consent decree" which prohibited AT&T from offering any service not regulated as a common-carrier service. The Association also opposed the FCC's "unnecessary attempt to expand FCC jurisdiction" over the enhanced telecommunications services market.

Additionally, ANPA has asked permission to intervene in a suit brought by the Computer and Communications Industry Association against the FCC over its decision in the Second Computer Inquiry. □

Test planned for national ad fax system

By Jerry W. Friedheim

Organizational steps were set in motion in June which should expedite a cooperative test by several newspaper-business entities of a system for transmitting national advertising facsimile via satellite.

During a day-long meeting at the ANPA Production Management Conference in Atlanta, representatives of ANPA, the Newspaper Advertising Bureau, the International Newspaper Advertising Executives, the wire services, potential suppliers and others informally discussed possible next steps on the ad-fax project. They agreed that a Joint Steering Committee composed of representatives of ANPA, NAB and INAE would be established to supervise the project.

ANPA Chairman and President Katharine Graham, who attended the planning meeting, subsequently designated Robert G. Marbut, chairman of ANPA's Telecommunications Committee, as the ANPA member of the Joint Steering Committee. Chairman Edward Estlow of NAB and President Frank Savino of INAE will designate their organization's representatives.

It is anticipated that the Joint Steering Committee will establish a larger, Joint Management Committee, including representatives of all interested parties and with the necessary staff support and resources—chiefly from ANPA and NAB—to pursue the project promptly.

The ad-fax project is one outgrowth of the deliberations and report of the Joint Satellite Task Force of ANPA, the Associated Press and United Press International which were completed earlier this year [presstime, April, page 21]. Both wire

Friedheim is ANPA executive vice president and general manager.

services are making substantial progress on their compatible systems for transmission of news by satellite. The next developmental step, based on the task force's report, is for ANPA and NAB to take the coordinating lead in testing the system and equipment for satellite transmission of both advertising copy and insertion orders to newspapers nationwide.

It is believed that a national ad-fax system would buoy newspapers' national and regional advertising by making it easier and quicker for advertisers to deliver their messages to newspaper readers. Both large and small newspapers should benefit from such a system which, it is anticipated, would utilize the same 10-foot satellite receiver dishes being installed for the AP and UPI news-distribution systems.

The first steps of the Joint Steering Committee and Joint Management Committee will be to develop specifications for an actual test system and to plan a test which might be in operation by later this year or early next year.

Participants in the Atlanta meeting emphasized that, while in concept an ad-fax system is feasible, in its regulatory, economic and technical aspects many serious specification and system-operation questions remain which will make any test a complex undertaking. □

AP, 11 newspapers, CompuServe to offer home-computer info in experiment

The Associated Press this summer will begin an experiment with 11 member newspapers and a computer services firm, CompuServe, to offer home-computer information services in those newspapers' communities.

The Columbus (Ohio) Dispatch will be the first newspaper to join AP in providing news, sports, business news, features and ads for a six-month period. Other newspaper participants have not been announced.

"We're trying to find out what a person with a home (computer) system would really dial up and spend their money on," said AP President Keith Fuller at a press conference during the Production Management Conference. Results of the experiment "will be available to any member."

Fuller also said that "any information-retrieval system must revolve around the newspaper in the community." Local newspapers and radio and television stations "are in the best position to be the successful information processor in this new technology," he added.

CompuServe President Jeffrey M. Wilkins said he expects "a great deal" of use of the new system.

Cost to the home user, who will provide the computer, will be $5 per hour, or 8.3 cents per minute, plus a $15 to $29.95 "initiation" fee, Wilkins said.

AP presently is involved in four other home-computer information projects. They are with Knight-Ridder Newspapers Inc., Mead Data Corp., Dow Jones & Co. Inc. and The New York Times Co. □

UPI offers newspapers local CATV news outlet

United Press International announced during the Conference that it will offer a new service allowing newspapers to provide local news programming by cable television. Called "Extra Edition," the service would be used with UPI's "NEWSTIME" cable service, providing pictures and voice-over news reports to cable TV customers.

Through "Extra Edition," newspapers can provide local programming 15 minutes once or twice a day, or every hour if desired. Now in service in more than 150 cities, "NEWSTIME" already provides continuous, 15-minute picture and news shows of non-local material, updated five or six times daily. The local show would be substituted as desired for one of those 15-minute shows. □

Fuller explains the experiment as AP Vice President and Director of Communications David L. Bowen (left) looks on.

Washington Post, Star to participate in teletext system

The Washington Post and The Washington Star will provide information this fall for the first consumer test in the United States of teletext, an electronic information-distribution method.

Teletext, unlike other electronic information systems such as videotex [presstime, June, page 18], is a wireless medium. It provides one-way transfer of textual and graphic information from a television broadcasting station to home television screens equipped with a decoding device. Information is carried on the station's normal broadcast signal but does not interfere with regular programming.

The test will be conducted by the Alternate Media Center at New York University in association with WETA, the public television station for the Washington, D.C., area.

About 60 decoders will be used in public institutions and private homes in the year-long, first phase of the test. Some 400 "pages" of information will be available including national and local news, national and local weather, sports scores, energy-saving tips, health information and special local events.

The test will focus on consumer desire for and use of this information. It will use the Telidon System of technology developed by the Canadian Department of Communications.

The project is being funded by groups including the National Science Foundation, the National Telecommunications and Information Administration, the U.S. Department of Education and the Corporation for Public Broadcasting. □

Survey shows little phone system savvy

Newspapers should enlist the services of trained communications consultants when installing new telephone systems to get the most out of their equipment, ANPA/RI staff specialists say.

But a recent survey by the ANPA Telecommunications Committee showed that only 19 percent of member newspapers changing telephone systems in the last five years—most of them since 1978—did so.

Consultants can advise on the number of trunk lines and phones needed, their placement, special features each department should have, and the advantages and disadvantages of buying/leasing equipment.

They also can help newspapers avoid undesirable legal contracts. As the general manager of one large metropolitan newspaper said, "If I were to do it again, I would handle the acquisition of our telephone system as if it were a computer system. I would make sure I had a contract spelling out pre-installation training and performance criteria and I would hire a full-time communications manager." A recommended booklet for dealing with telephone contracts is "Purchase Contract Negotiations and Language Guidelines," available from The Newspaper Center [presstime, March, page 46].

In addition, a thorough outside evaluation can determine if a newspaper is losing revenue because incoming calls do not reach the proper departments.

Manufacturers and vendors reported in the survey

Bell System
(Through local operating companies)

Anaconda Telecommunications
7465 Lampson Ave.
Garden Grove, Calif. 92641

Digital Telephone Systems Inc.
1 Commerce Blvd.
Novato, Calif. 94947

L.M. Ericsson Telecommunications Inc.
100 Crossways Park West
Woodbury, N.Y. 11797

Executone Inc.
29-10 Thomson Ave.
Long Island City, N.Y. 11101

General Telephone
Automatic Electric Inc.
Communications Systems Division
400 North Wolf Road
Northlake, Ill. 60164

General Dynamics Communications Inc.
10151 Corporate Square
St. Louis, Mo. 63132

ITT Communications Systems
60 Washington St.
Hartford, Conn. 06105

Nippon NEC America Inc.
Teleco Division
532 Broadhollow Road
Melville, N.Y. 11746

OKI Electronics of America Inc.
4031 N.E. 12th Terrace
P.O. Box 24260
Fort Lauderdale, Fla. 33307

Northern Telecom Systems Division
310 Vantage Drive—Director's Plaza
Memphis, Tenn. 38131

ROLM Corp.
4900 Old Ironsides Drive
Santa Clara, Calif. 95050

Stromberg-Carlson Corp.
P.O. Box 1698
Sanford, Fla. 32771

Tele/Resources Inc.
Northway 10—Executive Park
Ushers Road
Ballston Lake, N.Y. 12019

Womack Telcom Systems Inc.
1990 Delk Industrial Blvd.
Marietta, Ga. 30067

ITT North Electric
Telecommunications Division
Portland Way North—Plant 8
Galion, Ohio 44827

Results of the questionnaire survey, to which 174 newspaper companies responded, revealed that many publishers use a trial-and-error approach in acquiring phone systems—much as they did when buying early, editorial front-end systems.

The survey also showed that few newspapers have a staff member responsible for the telephone system beyond paying the bills or reporting problems—despite an ever-growing need to ensure that phones are being properly used and maintained and that they meet company needs. And only 5 percent reported having in-house maintenance capability.

Many newspapers—particularly those with circulations under 50,000—were found to be switching to non-Bell System equipment. Eighty-six percent said they used Bell equipment before conversion; 41 percent said they replaced it with non-Bell equipment.

There are now some 85 vendors of domestic and foreign telephone equipment serving the United States and Canada.

They offer about 125 features, less than half of which are being used extensively by newspapers.

The questionnaire asked what procedures the newspapers might change if they installed another new system. Some said they would:

- Provide for restriction of long-distance calls.
- Have fewer key telephones (phones with more than one line or which perform tasks other than simple receiving and calling—putting calls on hold, for instance)
- Provide for more station lines
- Buy more capacity
- Do some comparative shopping
- Purchase equipment from a vendor instead of paying monthly rental fees
- Install an electronic switch with multiple split capability for automatic call distribution.

The least expensive new telephone system reported in the survey was $6,000, at a newspaper with circulation under 25,000. The most expensive was reported by a newspaper in the 100,000-and-over category at $475,000. □

Results of telephone system conversion survey

Circulation group	Number responses	Used Bell system before conversion	Used non-Bell system after conversion	DESIGNER				SERVICE				Number of newspapers using automatic call distribution
				Outside consultant	In-house	Vendor company	Combination vendor/ In-house	In-house	Contracted with vendor or other company	Both	Not reported	
25,000 or under	45	40	29	5	9	15	16	3	42			6
25,000 to 50,000	45	38	19	7	4	18	16	3	41		1	16
50,001 to 100,000	34	28	10	8	2	11	13		32	2		14
100,001 and over	50	44	14	17	2	19	12	1	49			41

All signs point to home-computer revolution

By Thomas M. Whitney

As I'm sure you all realize, we are on the threshold of a technology revolution that will dramatically affect all of our businesses and every aspect of our society in the 1980s. I'd like to indicate how Apple Computer views the use of computers in the home in the forthcoming decade. You can form your own conclusions on how this might affect the newspaper industry.

What will it take to make the computer in the home as common as today's television set? I suggest at least these three things:

- A lower cost, relative to family income
- A greater computer awareness and understanding among the general public
- A useful purpose—i.e., the equivalent of what television programs are to television sets.

With today's inflationary increases in material and labor, what can happen to bring down the cost of a truly useful home computer?

I hold in my hand a piece of silicon encased in plastic called an integrated circuit. This particular circuit is called the 6502 microprocessor. It was first developed in 1975 and contains the equivalent of about 10,000 transistors. With it as a key component, the Apple computer can make 1 million simple decisions per second. The important fact from a technological point of view is that this device costs Apple about $5. Along with about 85 more similar circuits, we can make today a computer that can communicate, educate, entertain and control—all operations being carried on daily in the home. But today such a computer, with a disk drive and display, costs about $2,000—too much for the average person.

Whitney, executive vice president of Apple Computer Inc., represented the personal computer industry and delivered this speech at the Wednesday general session of the ANPA Production Management Conference in Atlanta.

Looking ahead to the 1980s, I am now holding a different integrated circuit, the Motorola 68000. Not yet being built into any computer, it contains about 30,000 transistors. In just four years, technology has provided creative engineers with twice the processing power in one integrated circuit. This power and hence performance per dollar will be showing up in home-computer products in the 1980s. There is no immediate slowing of our capability to pack more and more electronics into a small patch of silicon. Because of this, really useful home computers will be available at affordable prices.

In 1978, our second year of operation, our computer system cost about 15 percent of the average worker's annual salary. By 1988, we estimate, this will be down to 1 percent, for even more features and performance. Given there is something useful to do with such a device, it is evident a much larger percentage of people can make a decision to buy one. It is the purpose of this talk to describe some of the reasons you may want a computer in your home in the 1980s (if you don't already have one).

An interesting statistic is the percentage of personal computers found in the home rather than some other location as the 1980s move on. In 1978 about 200,000 personal computers were sold, with 75 percent going into homes for hobby, entertainment and educational uses. In 1982, we believe, only 25 percent of personal computers will go into homes, going to 50 percent in 1986 and again 75 percent in 1990. More and more personal computers are currently being sold as productivity enhancement tools for professionals. In 1982, the Fortune 500 companies will be a big market area for personal computers. As the home-installed percentage again reaches 75 percent, however, the use of the computer will be different than in 1978.

The second requirement for the computer appliance to become a reality is computer literacy—people have to understand what computers are and what they do.

Today our schools are creating a whole new generation of consumers who look upon the computer as a friend and even a natural extension of their intellect. Many schools are now equipped to introduce every student to the computer. In one San Francisco Bay-area Junior High, for example, all students take a three-week course on what a computer can do, what it can't do, and a little on how it does it. For these students the mystery of the computer is lessened, and as they mature they look for and expect the computer to be an integral part of their lives, much as previous generations looked at automobiles, radios and television sets.

By the mid to late '80s these present-day 7th and 8th graders will become an influential part of the buying public. Computer literacy will become ordinary rather than exceptional. The computers themselves will not require "experts" to run them, anymore than a 1960s color TV set required an expert to tune up the colors. The advances in integrated circuits will help to make the interaction between a person and a computer more natural and understandable.

Thus, lower cost and computer literacy, the first two requirements for the computer appliance, appear to be happening. But how about the last and most important—the "TV programs" for the computer?

I see five uses of the computer in the home in the late 1980s, and I'd like to talk about them in reverse order of importance—starting with control.

Control relates to such uses as turning on the sprinkler system or the morning coffee, implementing a security system or monitoring and controlling temperature and humidity. Dedicated systems, with imbedded microprocessors, will be performing these functions. We estimate no more than 5 percent of home computers, as we think of them, will be involved in control. Having a computer in your washing machine is not what we mean by the home computer.

A more popular reason for the home computer will be as **entertainment**. This is the main purpose of today's under-$1,000 personal computer, such as the Radio Shack TRS-80 and Atari computers.

Although only 10 percent of the home computers will be purchased primarily as entertainment products, perhaps 80 percent of home computers will have a secondary role as entertainment or be used for entertainment at least part of the time. In addition to more exciting action games, home computers of the '80s will be an always willing and never complaining opponent in skill games such as chess or backgammon. What's more, the desired skill level of the opponent can be controlled, so that if your ego needs a win, that can be arranged.

A third important application for computers in the home will be for **education**; we estimate about 15 percent will be purchased with education as the primary purpose. These are two ways computers can educate—you can learn about computers, or you can use the computer as a tool in learning some other subject.

The capabilities of the computer to generate color animation and sound permits very creative techniques that can make learning fun for all ages and subjects. Just as more and more students will use computers at school, the computer in the home will be a near necessity for responsible middle class parents. One can see the advertising now—"If you really care about your child, you'll use the XYZ computer."

The educational process need not be limited to the child. With software that allows educational courses to be easily generated, adult self-improvement will be a popular use of the computer.

The fourth area for home computer use is **data management**, comprising 20 percent of the reason a person will buy the computer.

Every person has data management requirements. At the simplest level we have the home finances, the checkbook, and the Christmas mail list. Word processing, i.e., writing letters, is a common function everyone requires at times. But in the 1980s more and more people will be working out of their homes, spending part of their working week at home with their computer talking to the big computer at work. Already there are about six million offices in the home.

To really discuss data management functions for the home computer, we must first talk about the most important reason for the product—as a **communications device**. About 50 percent of the computers in the home in the late 1980s will be purchased primarily as communications products.

On Monday, Wednesday and Fridays, John White, a programmer with a large engineering firm, stays home and works. He is connected to the office and the large data base, via a phone line. He can access remote files in a distant city, and send messages and reports throughout his company. His employer is happy to have him stay home three days a week since his space in the office (now up to $10 per square foot per month) can be shared by another programmer who comes in Mondays and Wednesdays and works at home Tuesday, Thursday and Saturday. The government is especially pleased since several barrels of imported oil get saved.

To really discuss data management functions for the home computer, we must first talk about the most important reason for the product—as a communications device. About 50 percent of the computers in the home in the late 1980s will be purchased primarily as communications products.

As another example we have Henrietta Housewife planning her busy day. She sits down to her home computer and calls up the specials from the local grocery store. Finding a special on hamburger from A&P, she asks for a comparison of humburger prices from three local stores. Deciding A&P has the best overall prices, she includes hamburger with the remainder of her grocery list and transmits it to the store for delivery the following day. She then authorizes payment of the electric and water bills by electronic funds transfer and moves $1,000 from her savings account to the checking account. Later she broadcasts a message to her church circle announcing that the next meeting will be a conference session using their home computers because several of the members have had difficulty getting babysitters. She also posts a general request to the neighborhood asking for a babysitter for herself for Saturday night. Again from her terminal, she checks the afternoon newspaper for a report on the local weather and the final stock reports.

All this saves several gallons of gas and another barrel of imported oil. At this time she has to get off the computer as her son was home from school and wished to get started on his homework. She reminded him of the rules—no games until his homework was finished.

Our final example, again illustrating both communications *and* data management facilities, involves a local real estate agent. She begins her day by polling the local real estate data base for new listings. Finding several, she records the data on her own local computer files, then cross checks the new listings against her file of clients and their requirements. Finding a reasonable match, she polls the banking network to check current interest rates and loan points, thus making one phone call instead of many. With this data she now runs a financial model to show her client what the monthly payment would be for different loan options.

All this could be done in one hour, a task now requiring half a day of phoning, calculating and writing. Moreover, the job was done more thoroughly, and saved a trip to the office.

Each of these scenarios technically is possible today. As the '80s move on we will find more work done at home to save transportation costs. Computers will find their way into homes to control, entertain, educate and manage data, but primarily to communicate. Incredible amounts of information will be available at any person's fingertips, both through viewdata networks and from dial-in data base services. All kinds of services will be available from networks, such as travel information and ticketing, personal mail transmission, library searches and neighborhood bulletin boards.

If a subscriber chooses, and certainly not everyone will, The New York Times or Wall Street Journal can show up on our home terminals, advertisements and all. As Hiltz and Turoff portrayed in their stimulating book *The Network Nation*, the byline for tomorrow's newspaper may be "All the news that's fit to display." □

CPU, Abitibi-Price talks break down; strike looms

Contract talks broke off June 19 between the Canadian Paperworkers Union and Abitibi-Price Inc., and both sides began bracing for a possible strike early this month. The break came only three days after a government mediator joined the negotiations [presstime, June, page 45].

At press time, the CPU was polling its 6,000 members employed by Abitibi on the company's final, three-year contract offer.

The union's 70-member bargaining team reportedly was recommending rejection of the proposal. Strike votes were expected to be taken immediately following a rejection of the plan.

CPU Regional Vice President Thomas Curley was quoted by The Globe and Mail in Toronto, scene of the talks, as predicting a strike lasting for at least a month.

Abitibi-Price President and Chief Executive Officer Robert Gimlin was reported as saying a long strike would impair the company's competitive position, hurt employees and have an impact on mill communities.

The talks reportedly snagged over several issues including wages and pensions.

The company's final wage offer was said to include an increase of 16.5 percent ($1.30 an hour) the first year; 10.5 percent in two stages in the second year; and 8.5 percent in the third year.

The union was described as asking for an increase of 17 percent ($1.37 an hour) in the first year, to match an agreement reached earlier with Irving Pulp and Paper Ltd., and 11 percent in the second. The company's third-year proposal reportedly was unacceptable to the union because it contained no cost-of-living provision.

Meanwhile, the number of 1980 U.S. newsprint mill labor settlements reached four, as Publishers Paper Co. ratified two-year agreements with the Association of Western Pulp and Paper Workers for the company's mills in Oregon City and Newberg, Ore. Under the contracts, wages will increase 10 percent each year.

The Oregon City agreement was ratified May 30 and is retroactive to March 15. The Newberg agreement was ratified May 23 and is retroactive to April 1. □

World newsprint demand jumped 3.7% last year; U.S. accounts for 41% of total

Worldwide newsprint demand (consumption plus inventories) increased 3.7 percent last year to 24.6 million metric tons.

This fact is among many compiled in the 1979 edition of "Newsprint Data," the Canadian Pulp and Paper Association's annual survey of the world's newsprint supply and demand.

The publication also reports that:

- World newsprint production increased 4.8 percent, also to 24.6 million metric tons.
- World newsprint manufacturing capacity expanded by about 800,000 metric tons to 26.5 million tons, with the largest increases in Scandinavia and South America.
- The United States accounted for 41 percent of worldwide demand, with 10.2 million metric tons. Japan was a distant second with 2.4 million tons. CPPA noted that strikes at newsprint mills in Canada and the United States kept U.S. demand lower than it might have been.
- Canada was the largest producer with 8.7 million metric tons, or 36 percent of the total. The United States was second with 3.7 million tons, and Japan third with 2.5 million.
- Consumption lost due to strikes against U.S. newspapers was 2,300 metric tons, the second lowest figure of the decade.

One copy of the CPPA booklet has been mailed to each ANPA-member newspaper □

Newsprint notes

A **cooperative newsprint mill** with a single machine producing at capacity 181,000 metric tons annually will be built in northern Mississippi, Gov. William Winter has announced. Start-up is scheduled for early 1983, subject to the results of a feasibility study. A group of 13 Southern newspaper publishers, some Mississippi landowners and the Kruger family of Canada will own the mill under a three-way partnership. The publishers group represents newspapers in nine southern states, all located within 500 miles of the mill site, who will guarantee purchase of 100 percent of the mill's output. Negotiations are under way with several landowners in northern Mississippi.

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Boise Southern Co. in June put into production a new newsprint machine located at DeRidder, La. The Beloit twin-wire machine has a 300-inch trim and design speed of 4,000 feet per minute. When in full production in 1982, it will have an annual capacity of about 172,000 metric tons. The mill is an affiliate of Boise Cascade Corp., Price Co. Ltd. and Southern Natural Resources Inc.

•••

The Canadian government will provide a $24.6-million (Canadian) grant for construction of a $140-million (Canadian) newsprint mill by **Donohue Normick Inc.** Approximate annual capacity of the Amos, Quebec, mill will be 150,000 metric tons. Production is expected to begin in 1982. The mill will include a thermo-mechanical pulping process and a twin-wire newsprint machine.

•••

Canadian International Paper will sell 33 percent of the equity in its subsidiary New Brunswick International Paper Co. to Oji Paper Co. Ltd. and Mitsui & Co. Ltd. of Japan. The agreement announced June 16 will permit production of uncoated, groundwood-publication-grade newsprint at NBIP's Dalhousie, New Brunswick, mill for sale in Japan.

In March, CIP announced plans to modernize the Dalhousie mill and increase its newsprint capacity from 800 to 1,000 tons per day [presstime, May, page 61]. □

Survey shows Arkansas led in '79 growth

U.S. daily newspapers used approximately 8.7 million short tons of newsprint in 1979, 3.4 percent more than a year earlier, according to ANPA's annual consumption survey.

The state-by-state survey of 1,760 daily newspapers shows that Arkansas had the largest percentage increase in newsprint consumption between 1978 (41,979 short tons) and 1979 (49,127 tons), 17 percent.

Next highest were Colorado (14 percent), Nevada (13.8 percent), New York (12.6), Alaska and Washington (11.7 each), Wyoming (11.1), Delaware (9.5), Washington, D.C. (7.3), Arizona (7.2), Texas (6.9) and Oregon (6.6).

New York had the biggest increase in actual tonnage consumed, 100,663 tons more than in 1978. This reflects the long newspaper strikes in New York City in 1978.

Net decreases were recorded in 14 states. West Virginia had the largest percentage decrease (5.9). Illinois had the biggest decrease in tonnage, 10,982.

California retained its rank as top consumer (1,153,272 short tons).

The regional survey shows that the Northeast had the largest percentage increase in newsprint consumption between 1978 (1,976,808 tons) and 1979 (2,073,132 tons), 4.9 percent. This again reflects New York City's 1978 newspaper strikes.

Next highest were the South and the West, each 4.3 percent, with the North Central region trailing at 0.3 percent.

The ANPA survey covered all U.S. general-circulation daily newspapers as well as some foreign-language, college and special-service dailies such as trade newspapers. They accounted for 77.3 percent of 1979's estimated total newsprint consumption of 11,240,000 short tons, including commercial printing firms, free-distribution publications, comic sections and the government. This percentage was unchanged from 1978 [ANPA General Bulletin, Aug. 15, 1979, page 242]. □

State-by-state newsprint consumption by U.S. daily newspapers*

	1979	1978	% change
Alabama	75,890	76,226	- 0.4
Alaska	10,685	9,568	11.7
Arizona	114,755	107,106(r)	7.2
Arkansas	49,127	41,979	17.0
California	1,153,272	1,137,456	1.3
Colorado	172,862	151,608	14.0
Connecticut	120,933	120,757	0.1
Delaware	17,676	16,147	9.5
District of Columbia	219,860	204,902	7.3
Florida	488,985	468,148	4.5
Georgia	150,693	144,887	4.0
Hawaii	34,160	33,645	1.5
Idaho	18,812	17,969	4.7
Illinois	492,536	503,518(r)	- 2.2
Indiana	159,558	162,402	- 1.8
Iowa	77,307	77,539	- 0.3
Kansas	48,752	49,940	- 2.4
Kentucky	86,230	88,144	- 2.2
Louisiana	132,327	126,754	4.4
Maine	22,953	22,241	3.2
Maryland	105,438	103,574(r)	1.8
Massachusetts	245,036	245,659	- 0.3
Michigan	360,819	352,260	2.4
Minnesota	139,642	134,578	3.8
Mississippi	35,582	34,062	4.5
Missouri	197,521	189,317	4.3
Montana	16,351	15,944	2.6
Nebraska	52,284	52,508	- 0.4
Nevada	35,869	31,516	13.8
New Hampshire	15,073	14,471	4.2
New Jersey	274,154	273,482	0.2
New Mexico	26,620	25,512	4.3
New York	899,335	798,672	12.6
North Carolina	128,853	132,803	- 0.3
North Dakota	15,029	14,832	1.3
Ohio	423,359	421,043	0.6
Oklahoma	94,223	91,637	2.8
Oregon	102,587	96,269(r)	6.6
Pennsylvania	452,602	457,199	- 1.0
Rhode Island	35,177	36,585	- 3.8
South Carolina	58,873	56,997	3.3
South Dakota	11,809	12,258	- 3.7
Tennessee	130,169	124,392	4.7
Texas	638,406	597,401	6.9
Utah	40,644	39,158	3.8
Vermont	7,869	7,742	1.6
Virginia	123,333	120,193	2.6
Washington	186,547	149,045	11.7
West Virginia	34,601	36,765	- 5.9
Wisconsin	165,698	167,599	- 1.1
Wyoming	6,809	6,127	11.1
Total	8,687,685	8,400,426(r)	3.4
Guam, Puerto Rico, Virgin Islands, Bahamas, Bermuda, Netherlands Antilles, West Indies	44,103	39,744	11.0

*Short tons
(r) Revised

Regional newsprint consumption by U.S. daily newspapers*

	1979		1978		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	313	2,073,132	329	1,976,808	4.9
North Central	566	2,144,314	587	2,137,794	0.3
South	578	2,570,266	551	2,464,991	4.3
West	302	1,899,973	306	1,820,833	4.3
Total	1,760	8,687,685	1,773	8,400,426	3.4
Total U.S. consumption		11,240,000		10,874,000	3.4

*Short tons

Fresno State begins kenaf growth test

Fresno State University has begun field testing kenaf at its campus farm under a $3,094 research grant from The Fresno (Calif.) Bee. Results will be evaluated by November. Kenaf, a fibrous plant, is being investigated by ANPA as a possible pulp substitute in newsprint production [presstime, February, page 47].

ANPA's testing of kenaf led Fresno Bee General Manager Robert C. Coryell to approve the newspaper's funding of the experiment.

The kenaf seed for the half-acre planting was obtained from W. J. Kammann of Yuma, Ariz. Kammann, in cooperation with ANPA Newsprint Committee Chairman Donald W. Soldwedel, publisher and general manager of the Yuma Daily Sun, grew the kenaf for the newsprint that has been tested at six ANPA-member newspapers [presstime, February, page 47]. □

Volcano aftermath shuts mill

The massive eruption of the Mount St. Helens volcano in Washington caused a two-day shutdown of Crown Zellerbach Corp.'s Wauna, Ore., newsprint mill.

According to company officials, the mill suspended operations when flood-swollen rivers carried so much mud and silt into the Columbia River that the mill's filtration plant could not function properly. Production stopped May 20 and resumed May 22. The 132,000-metric-tons-per-year mill normally is operated on an around-the-clock basis. □

Consumption declines again

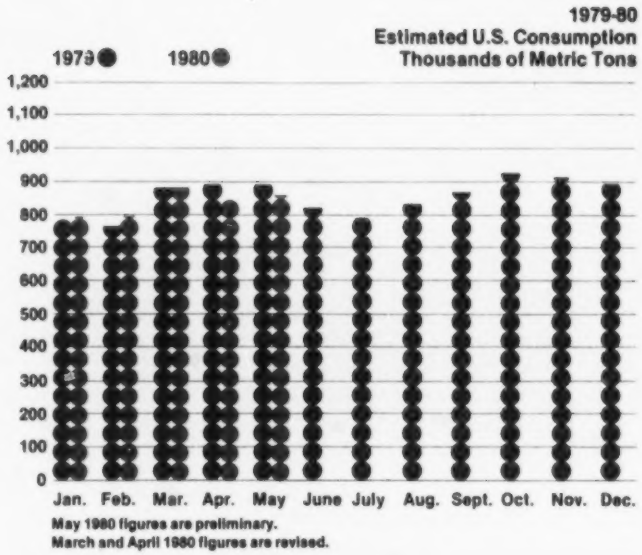
Preliminary figures indicate estimated U.S. newsprint consumption of all users in May was 862,000 metric tons, down 2.7 percent from May a year ago.

Consumption for the first five months of 1980 showed a decline of 0.6 percent from the same period last year.

Estimated consumption of U.S. daily newspapers declined 3.3 percent in May and 0.3 percent in the first five months of the year, compared to 1979.

Stocks of the ANPA-member newspapers included in the statistical sample were equivalent to 42 days' supply at the end of May, up from 40 days in April of this year and 33 days in May 1979.

Canadian newsprint mills' operating rate was 99 percent in May, up from 94 percent in May 1979. The operating rate of U.S. newsprint mills was 96.7 percent in May versus 98 percent in May 1979. □



May 1980 figures are preliminary.
March and April 1980 figures are revised.

Estimated consumption of all U.S. daily newspapers[1]

Region	April 1980	April 1979	%Change
Northeast	157,975	163,832	- 3.6
North Central	150,930	169,261	-10.8
South	194,478	203,290	- 4.3
West	141,325	141,014	+ 0.2
Circulation size			
0-25,000	56,176	57,237	- 1.9
25,001-100,000	112,212	115,461	- 2.8
over 100,000	476,318	504,719	- 5.6
April totals	644,706(r)	677,417	- 4.8(r)
Four-month totals	2,549,058(r)	2,534,035	+ 0.6(r)
Region	**May 1980**	**May 1979**	**% Change**
Northeast	166,514	169,379	- 1.7
North Central	160,675	177,552	- 9.5
South	196,991	200,746	- 0.9
West	144,380	146,005	- 1.1
Circulation size			
0-25,000	58,320	60,178	- 3.1
25,001-100,000	115,998	119,064	- 2.6
over 100,000	496,242	514,440	- 3.5
May totals	670,560(p)	693,682	- 3.3(p)
Five-month totals	3,219,618(p)	3,227,717	- 0.3(p)

Estimated consumption of all U.S. users

	1980	1979	% Change
March totals	880,000(r)	875,000	+ 0.6(r)
April totals	845,000(r)	885,000	- 4.5(r)
May totals	862,000(p)	886,000	- 2.7(p)
Five-month totals	4,167,000(p)	4,192,000	- 0.6(p)

Production

	Canada	U.S.A.	North America
May 1980	766,565	368,694	1,135,259
May 1979	722,988	307,295	1,030,283
Increase or decrease	+ 43,577	+ 61,399	+ 104,976
	+ 6.0%	+ 20.0%	+ 10.2%
Five months 1980	3,830,116	1,739,738	5,569,854
Five months 1979	3,637,458	1,477,826	5,115,284
Increase or decrease	+ 192,658	+ 261,912	+ 454,570
	+ 5.3%	+ 17.7%	+ 8.9%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
May 1980	532,339	86,489	154,799	773,627
May 1979	523,369	88,359	138,463	750,191
Five months 1980	2,703,798	418,717	662,498	3,785,013
Five months 1979	2,634,156	397,504	575,380	3,607,040
From U.S. mills				
May 1980	353,625	——	11,305	364,930
May 1979	300,720	——	4,569	305,289
Five months 1980	1,670,775	——	59,229	1,730,004
Five months 1979	1,446,076	——	32,246	1,478,322
From North American mills				
May 1980	885,964	86,489	166,104	1,138,557
May 1979	824,089	88,359	143,032	1,055,480
Five months 1980	4,374,573	418,717	721,727	5,515,017
Five months 1979	4,080,232	397,504	607,626	5,085,362

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply) in transit)
April 1980	724,042(r)	33(r)	7(r)
April 1979	642,511	27	7
May 1980	749,977(p)	35(p)	7(p)
May 1979	609,057	27	6
Canadian mills			
May 1980	208,797	--	--
May 1979	214,880	--	--
U.S. mills			
May 1980	26,065	--	--
May 1979	19,738	--	--

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons

[2]Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised
(p) = preliminary

A glowing appraisal for newspapers and

By Jon G. Udell

Ever since the 1920s there have been dire predictions about the future of the traditional newspaper. Most recently, the advent of electronic home information systems has given rise to several such forecasts. For example, a few months ago Passages, the inflight magazine of Northwest Airlines, carried an article on the future which included a prediction of "the continuing demise of newspapers."

As I'm sure you've noticed, your "dying" newspapers are feasting on huge last meals on their way to the electric chair. For example, U.S. newsprint consumption reached a record of 11,240,000 short tons last year, or about 10.2 million metric tons. Newsprint consumption was 3.4 percent more than in 1978. At the same time, the real growth of our nation's economy was 2.3 percent.

Taking a somewhat longer perspective, U.S. newsprint consumption has advanced 17 percent during the last three years, while the nation's real economy has expanded about 13 percent. In other words, during the last three years newsprint consumption advanced 34 percent more rapidly than the real Gross National Product.

This relatively rapid growth occurred in spite of an extremely tight newsprint supply situation, which undoubtedly has reduced the utilization of newsprint.

Given the current situation, the future balance of supply and demand is of considerable concern, especially with the continued advance of newspaper growth and newsprint consumption in the early months of this year. However, the nation's economy has entered a recession, and newsprint usage is unlikely to advance during the balance of this year. On the other hand, a disruption of supply could produce a severe shortage.

1980 is very much a year of labor negotiations in the newsprint industry. During this year, 13 U.S. mills and 33 Canadian mills are scheduled to renegotiate their labor contracts. According to Joe Prendergast of ANPA (manager/newsprint and traffic), the mills involved have a combined capacity of about 11.2 million tons, or close to 80 percent of all North American newsprint capacity.

The possibility of strikes is probably greatest in East Canada where paperworkers will seek to catch up with pay scales in British Columbia. To do so would require around a 40 percent increase of wage rates during the next two years.

If there are no major strikes in the newsprint industry this year, and no disruptions in the railroad industry in the immediate years to follow, the supply situation should improve considerably. The American Paper Institute estimates that the annual capacity of U.S. mills was about 3.8 million metric tons last year. Their estimate for this year indicates a 13 percent capacity increase. By 1982, U.S. mills should have an annual capacity of almost 5 million tons, 31 percent more than that of last year.

'Since the birth of television, daily newspaper advertising revenues have grown $12.5 billion. This growth is $2.3 billion greater than total television advertising revenues today. Therefore, in dollar terms, daily newspapers have expanded more than television.'

Canada's annual capacity totalled 9.1 million tons in 1979. By 1982, 2 million additional tons are anticipated, a rise of about 11 percent.

For all of North America, API estimates a 15 million ton capacity in 1982, about 17 percent more than that of last year. Although U.S. newsprint consumption rose 17 percent during the last three years, I do not expect a repeat performance during the next three years, even though the nation's newspapers and other users of newsprint do have a strong foundation for future growth.

Inasmuch as it is the balance of supply and demand that concerns us, let's briefly examine the demand side of the equation.

The major factor behind the growth of newspapers and their newsprint usage is advertising linage. The competition for advertising is severe, and initially the advent and growth of television reduced newspaper's share of advertising. In 1963, newspapers' share of all advertising expenditures stood at 28.9 percent. Since that year, there have been substantial advances within the television industry. A great growth of color sets, larger screens, finer pictures, satellite transmissions, cable TV, and videotape recorders are among them; but newspapers have maintained their share of advertising dollars. For example, last year, daily newspapers received 29.3 percent of advertising revenues.

Since the birth of television, daily newspaper advertising revenues have grown $12.5 billion. This growth is $2.3 billion greater than total television advertising revenues today. Therefore, in dollar terms, daily newspapers have expanded more than television. There is no doubt in my mind that daily newspapers will continue to be the largest U.S. advertising medium for many years to come.

It should also be noted that dollars understate the relative strength of newspapers as an advertising medium, and the same is true of newsprint consumption data. During the past decade, there has been a great growth of preprinted advertising inserts. In the United States, these inserts usually are printed on newsprint purchased by printers other than newspapers. Similarly, many of the costs and revenues associated with preprints do not show up in the income statements of newspapers. But in the last analysis, the preprints become a part of the newspaper and are essentially newspaper advertising. Therefore, newspaper advertising is growing far more rapidly than the expenditure data indicate.

Newspaper circulation is another major factor in the demand for newsprint.

Dr. Udell, ANPA economics consultant and Irwin Maier professor of business, University of Wisconsin, delivered this speech at the Tuesday general session of the ANPA Production Management Conference in Atlanta.

newsprint capacity

Total daily circulation is actually less today than it was in 1973, when newsprint shortages prompted management to reduce marginal circulations. Higher postal rates, rising costs and subscription rates, and the recession of the early-to-mid-'70s also reduced daily circulation. However, since 1975, daily circulation has advanced by 1.6 million.

Sunday circulation has enjoyed substantially greater growth. Sunday circulation did retreat in 1974 and 1975, but only by 621,000. Since then it has expanded almost 3.3 million.

Given the growth of newspaper advertising and circulation, one might question why I do not expect newsprint consumption to expand at the rapid pace of the last few years. The answer, of course, is inflation and the economic problems associated with it. Those of you who are familiar with our ANPA forecasts know that we predicted a substantial recession for this year and a 2 percent decline in U.S. newsprint consumption. Furthermore, U.S. economic growth will be slowed so long as inflation continues. Inflation will continue so long as government spending expands at a faster rate than economic growth. The current imbalance of government spending and economic growth means higher taxes, greater deficits, or both. Either measure is inflationary and endangers the future progress of our economy and that of the communications industry as well.

'Given the current recession and other cancerous growths of inflation, there is little doubt that the 17-percent growth of newsprint capacity during the next three years will equal or exceed the growth rate of U.S. newsprint consumption.'

Given the current recession and other cancerous growths of inflation, there is little doubt that the 17-percent growth of newsprint capacity during the next three years will equal or exceed the growth rate of U.S. newsprint consumption. Therefore, capacity and demand should be in fairly good balance. However, the adequacy of supply is dependent upon the utilization of the capacity. If major strikes occur, there could be severe shortages of newsprint. If they do not occur, there is unlikely to be any shortage within the next few years.

Beyond that time, some persons question the future growth of the traditional newspaper. The advent of home electronic information centers has led to predictions that eventually we will be served by "electronic newspapers."

In several respects, we live in an age of electronics, and many additional electronic advances are forthcoming. There will be a growth of electronic information systems just as there was a growth of radio and television. However, so far as the foreseeable future is concerned the greatest danger to your newspapers is advice by certain electronics enthusiasts that newsprint producers stop expanding. Although the producers are interested in the message of these "enthusiasts," I believe the producers have the wisdom to receive that message with great skepticism.

There is some evidence that expansion plans for the late 1980s are being reviewed by some producers because of these forecasts. ANPA is monitoring the situation closely.

In summary, the outlook for your newspapers is good. The economic foundation of daily newspapers has been fortified in recent years, and the major obstacle to future growth is the erosion of our nation's economic strength by inflation.

The balance of newsprint supply and demand should improve with the addition of new newsprint capacity in North America. There is not likely to be a shortage of capacity within the next few years, but there could be severe shortages if supply is disrupted by strike activity in either the newsprint or railroad industries. Therefore, newsprint supply and inventories will be worthy of close managerial attention throughout the years ahead. □

Equipment for sale

Lektro paper roll clamp/lift truck, electric model 20-20, capacity 1,800 lbs., lift height 127 inches, turning radius 56 inches; 1336 hours used; eight years old; batteries are one year old. Contact Don Coulter, The Lapeer County Press, Lapeer, Mich. 48446; (313) 664-0811.

Two Mergenthaler VIP keyboards, two Paul linotype visualizers and two tape punches; Kodak Ektamatic 241K processor; Tektronix 535A oscilloscope; Hickok 799 tube tester; Potdevin 2R18-6S waxer; Film-O-Type; Rogersoll dryer; NuArc plate maker; revolving darkroom door, consolidated 200SS.

Webendorfer offset press, 17-1/2 x 22-1/2; Mark I Pacesetter; Hyster Model 50 lift truck paper grab; Robertson sheet film page camera; Davidson 221 duplicator, 10 x 14"; Dexter power cutter, 38-inch; J. L. Morrison stitching machine; Lassco Co. 50 corner rounder manual; Miehle press, vertical, 13 1/2 x 19 1/2-inch; Chandler platten press, 20-inch.

Various other items, including light tables, storage cabinets, office furniture and miscellaneous equipment. To inspect or make offer contact R. G. Thrift, John Clinton or G. C. Cranor, San Mateo Times Newspaper Group, 1080 South Amphlett Blvd., San Mateo, Calif. 94402; (415) 348-4321.

Two TalStar computers:

System 32K, with one printer, two disk drives, card reader, ASR teletype, two VDTs and adapters and cables.

System 24K with two disk drives, card reader and ASR teletype.

Also, one CompuScan 170 optical scanner. All equipment ready for immediate sale.

Contact Bill Pullen, Burlington County Times, Route 130, Willingboro, N.J. 08046; (609) 877-1600.

Four Mark III Pacesetters, serial nos. 1419, 1422, 1423, 1842, all with Microdata computers (1842 has reverse leading magazine), miscellaneous other parts. Contact Robert G. Sayres, Lancaster Newspapers Inc., 8 West King St., Lancaster, Pa. 17604; (717) 291-8838 (call collect).

Compugraphic:

ACM 9000 with keyboard, sets of 6 to 36 pt., eight fonts, spares, etc.: $7,990.

ACM 9000 with keyboard, sets 6 to 72 pt., with fonts, spares, etc.; $9,990.

Unisetter HR with keyboard, fonts, spares, etc.; $12,990.

All equipment in daily newspaper production, well-maintained, working on our floor.

Also Didde-Glaser DG 320 newspaper inserter, three-pocket, in-line machine, stuffs two sections into a third; well maintained; working on our floor; $7,900.

Contact Sam McMichael or Norm Hirsch, Des Plaines Publishing Co., 1000 Executive Way, Des Plaines, Ill. 60018; (312) 824-1111.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

NLRB reverses decision on carriers

By Clark Newsom
presstime labor writer

On remand from the 6th U.S. Circuit Court of Appeals, the National Labor Relations Board has now decided that juvenile carriers delivering The Oakland Press of Pontiac, Mich., are employees rather than independent contractors.

In 1977, the NLRB had concluded that the carriers were not employees and that the company had violated the Taft-Hartley Act by refusing to bargain with Local 372 of the Teamsters union over a new contract covering district managers. The company had argued that it had no duty to bargain because the district managers were supervisors under the act and therefore not an appropriate unit for purposes of collective bargaining.

The Oakland Press asked the 6th Circuit to review the board's decision, and in 1979 the court remanded to the NLRB the issue of the carriers' employee status [presstime, December, page 42].

In a June 6 split decision, NLRB Chairman John H. Fanning and board member John A. Penello reversed the earlier decision and ruled that the district managers are supervisors of employee carriers. Member John C. Truesdale dissented from the board's order dismissing the refusal-to-bargain complaint against the newspaper.

Fanning and Penello found several indications of independent contractor status but said they were "clearly outweighed" by other factors demonstrating that the carriers are employees.

They noted that the company establishes the wholesale and retail prices of the newspaper, "thereby controlling to a great extent the carriers' income." The opportunity for additional income through efforts to secure new subscribers is limited, the majority noted, because the carriers must deliver only within their assigned routes and are prohibited from delivering other printed matter without the company's authorization.

The majority also noted that the carriers are subject to transfer by the district managers and that although they bear the loss in the event of subscriber delinquency, their risk is minimized by the district managers' assistance in seeking to collect from such subscribers. In addition, the district managers have "substantial control" over the carriers because they train them, evaluate their performance and discharge them when their work is not satisfactory, Fanning and Penello stated.

"In view of the substantial control by the district managers over the carriers," they added, "the absence of the proprietary interest on the part of the carriers, their insulation from most losses, and the limited opportunity for significantly increasing their income, we now reverse our earlier finding and conclude in the light of the board's more recent decisions that the carriers are employees within the meaning of the act."

Turning to the question of whether the district managers are truly supervisors, Fanning and Penello said it was clear that they hire, fire, assign, transfer and "responsibly direct" the carriers. "As employers do not have a statutory obligation to bargain with their supervisors, we withdraw our previous finding" that the newspaper violated Section 8(a)(5) of the act by refusing to bargain with the union on behalf of the district managers.

Truesdale dissented for the reasons he gave in a 1979 case involving The Virginian-Pilot and The Ledger-Star of Norfolk, Va. [ANPA Labor and Personnel Relations Bulletin 6529, page 112]. He said that The Oakland Press had previously "clothed the carriers with the indicia of an independent contractor" and that the record "belies its present position."

(The Oakland Press Co. and Local 372, IBT, 249 NLRB No. 143) □

Board denies printers' claim on VDTs

Resolving a work jurisdiction dispute between two unions at The New York Times, the NLRB ruled that employees in the "recording room" represented by Local 3 of The Newspaper Guild are entitled to the work of keyboarding news stories on video display terminals.

The May 30 decision by a three-member board panel upheld the company's work assignment and denied a claim by Local 6 of the International Typographical Union.

News telephoned into the recording room is taped and later transcribed by operators. Before 1977, the operators used typewriters to transcribe the material.

The dispute arose when the typewriters were replaced with VDTs. The ITU complained that the operators were putting "outside" material into the computer in violation of its labor agreement.

The board panel said that one of the problems in deciding the case was the absence of a clear definition of so-called "outside input."

The ITU claimed that any work not specifically defined in its contract as "inside input" was therefore "outside." As an example of "outside" work, it cited the VDT-keyboarding of news stories called in by stringers or others not on the payroll.

The Guild's position in the proceeding under Section 10(k) of the Taft-Hartley Act was that the work had been performed traditionally by employees it represented.

The NLRB panel found that the respective labor contracts were not controlling and relied on other factors in awarding the work. The company's preference, past practice, economy and efficiency, "job impact" and the skill involved in keyboarding from tape-playback machines operated by foot pedals all favored an award to the employees represented by the Guild, the panel found.

The disputed work was estimated as between 20-35 percent of the work in the recording room, the panel noted. An award to the printers represented by the ITU—who already had job guarantees—would affect job stability, the panel concluded.

(Newspaper Guild of New York, Local 3, TNG and The New York Times Newspaper Division of The New York Times Co. and New York Typographical Union No. 6, ITU, 249 NLRB No. 135) □

Suspension unlawful, says NLRB judge

An administrative law judge has ruled that The Pittsburgh Press violated the Taft-Hartley Act by suspending an employee engaged in protected union activity.

The company is appealing the decision to the NLRB.

The case stemmed from an organizing drive by Local 7 of the International Typographical Union in the newspaper's advertising department [presstime, October, page 33].

The employee, a classified advertising salesman, had been given a three-week disciplinary suspension for his alleged offer to obtain a false medical certificate for another employee. Also involved in the case were threats the ad salesman allegedly made to his co-worker in attempting to get her to sign a union authorization card.

Judge Charles M. Williamson found that the salesman had not, "in any sense," attempted to assist the other employee in obtaining a false medical excuse.

Concerning the alleged threats, the salesman had told the employee that if she did not sign the union's authorization card, "don't bother coming to work tomorrow." But Williamson found the remark had been made "in a jocular fashion." Other employees heard the remark, he noted, "and general laughter ensued."

The salesman had also said something that led the employee to believe her supervisor would be told she was a union organizer if she did not cooperate.

The judge, however, said that the employee who allegedly had been threatened "impressed me as an extremely sensitive, nervous person who was given to remembering her inferences from things said rather than the actual form of words used."

Williamson also found that remarks made by two supervisors at a meeting with a small group of employees shortly after the union's organizing campaign began was evidence of the company's "anti-union animus." He said the supervisors "unlawfully implied" that the company would adopt "a retrogressive bargaining posture" in contract negotiations if the union won a representation election.

The "sole reason" for the salesman's suspension was his activity on behalf of the ITU, Williamson found. He concluded that the company's "entire conduct" in suspending the salesman was founded on "an anti-union motive" in violation of the act, and he recommended that the NLRB order the newspaper to reimburse him for lost pay and to remove any record of the suspension from his personnel file.

(Pittsburgh Press Co. and Wertz, An Individual, JD-279-80) □

In this section

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Appellate court upholds NLRB in Tulsa case

In a case being watched closely by newspaper labor contract negotiators, a federal appeals court affirmed a 1977 NLRB decision that the Newspaper Printing Corp. of Tulsa, Okla., had unlawfully insisted to an impasse on a non-mandatory bargaining subject.

The May 19 ruling by the 10th U.S. Circuit Court of Appeals is being appealed by the company, which performs non-editorial functions for The Tulsa Tribune and the Tulsa Daily World.

The case arose from the company's plans to change from hot-metal printing to the computerized "cold type" process.

The court agreed with the NLRB that a "flexible" jurisdiction clause proposed by the company was designed to give it the unilatera' rignt to determine the appropriate employee unit represented by Local 403 of the International Typographical Union.

The proposed language stated in part: "The jurisdiction of the union and the appropriate unit for collective bargaining is defined as including only those employees engaged in all work which the employer may from time to time designate to be performed in the composing room. . . ."

Bargaining over unit-jurisdiction is not mandatory under labor law, the court held. Thus, the court added, it was unlawful to insist to an impasse on changing the existing language defining the bargaining unit.*

The NLRB had found that the language, if it had been accepted by the union, would have given the company the right to alter the bargaining unit at any time. By insisting on such a clause to the point of deadlock, the company failed to fulfill its obligation to bargain in good faith and thereby violated Section 8(a)(5) of the Taft-Hartley Act, the NLRB held [ANPA Labor and Personnel Relations Bulletin 6485, page 515].

The court concurred in a 26-page decision.

"We cannot say that the board (NLRB) erred in finding that the proposed language modified the existing unit description," the court said. Insistence on a modification in the scope of a bargaining unit —whether established by NLRB certification following a representation election or by voluntary recognition by the employer—is an unfair labor practice, the court said.

The transfer of work out of a bargaining unit is a mandatory bargaining subject, the court noted, as is the effect of automation on a bargaining unit. But in demanding the right to transfer work away from the unit at will, the company "sought to circumvent the union's right" to represent the employees in the composing room unit, the court ruled.

The court ordered the company to bargain in good faith and to restore preexisting practices.

The company had argued that the NLRB's order was "excessive" because it required a "rollback" of all unilateral changes that had been made. Also, the company contended, the order was punitive because it rendered a huge capital investment in new equipment "a nullity."

But the court declared that the remedial relief ordered by the NLRB was not "economically prohibitive or punitive." It noted that the order "merely directs that in implementing the technological changes the company accord the union its rightful recognition as the representative of all employees in the appropriate unit."

(Newspaper Printing Corp. v. NLRB, USCA-10 No. 77-1796) □

*Other recent newspaper cases involving a so-called unit-jurisdiction clause are: *Beaver County Times* [ANPA Labor and Personnel Relations Bulletin 6525, page 21]; *Greensboro News Co.* [6529, page 112]; *Durham Herald Co.* [6530, page 126]; *Newspaper Printing Corp.* [presstime, June, page 40]; and *Times-Herald inc.* [presstime, June, page 41].

NLRB elections

Anniston (Ala.) Star, ITU: Composing room employees voted 16-4 against further representation by Typographical Union No. 419 in a decertification election.

(NLRB Case No. 10-RD-681)

Lawrence (Kan.) Journal-World, ITU: Production employees voted 12-8 to decertify Topeka Mailers' Union No. 55 as their bargaining agent. The employees had voted 22-10 in favor of the union in a 1978 election.

(NLRB Case No. 17-RD-749)

Minneapolis Star and Tribune, ITU: Circulation department adult carriers voted 433-90 against representation by Amalgamated Newspaper Carriers' Union No. 1. This is believed to be the largest number of votes ever cast in a newspaper representation election. The bargaining unit found appropriate by the NLRB was "all full-time and regular part-time employee salespersons and 'A' Station branch managers employed in the Employer's Metro Circulation Department."

(NLRB Case No. 18-RC-12625)

Pittsburgh Press, ITU: Local 7 of the International Typographical Union was certified to represent advertising employees. The employees voted 101-88 in favor of the union last year, but certification was delayed pending resolution of the company's objections to union conduct affecting the results of the election [presstime, October, page 33]. The company's objections were dismissed by the NLRB.

(NLRB Case No. 6-RC-8522)

Toms River (N.J.) Ocean County Times-Obeerver, IPGCU: North Jersey Printing Pressmen's Union No. 31 failed to get a majority vote from pressroom employees. The vote was 3-3.

(NLRB Case No. 4-RC-14088)

Virginia (Minn.) Mesabi Daily News, ITU: Printing production employees voted 3-1 in favor of representation by Typographical Union No. 727. The employees formerly were represented by an independent union.

(NLRB Case No. 18-RC-12348)

Yakima (Wash.) Herald-Republic, ITU: Mailroom employees voted 19-7 in favor of representation by Typographical Union No. 614.

(NLRB Case No. 19-RC-9699)

ITU members slash work hours to aid Illinois newspaper

The union representing composing room employees at The State Journal-Register in Springfield, Ill., has agreed to a workweek cutback of 5-1/2 hours which translates into a $56.44 drop in the weekly pay of the 47 journeyman printers involved.

The contract between the newspaper and the International Typographical Union provides for a reduction in work force in the event of a significant economic decline.

"We have, in fact, experienced in Springfield a significant economic decline," said Publisher J. P. Clarke. "We, therefore, invoked that provision of the contract."

He said classified advertising has been "one of the principal areas of impact" of the decline. The State Journal-Register's linage in April was down 30 percent [presstime, June, page 27].

"We regard the response of the local ITU to be extremely responsible in recognizing the true nature of the economic situation and its responsibility under the negotiated contract," Clarke said.

The ITU indicated a preference for a "shared work concept rather than a layoff in personnel," the publisher explained. Under the agreement, to remain in force until the end of the calendar year, the printers will work four eight-hour shifts a week instead of the regular 37.5 hours.

Guild ends long strike at Monessen, Pa., daily

A long strike by The Newspaper Guild of Pittsburgh against The Valley Independent of Monessen, Pa., ended June 10 when Guild members ratified the terms of a new four-year contract retroactive to April 8, 1979.

Members of the International Typographical Union local representing printers and pressmen also ratified a new contract extending to April 8, 1983. The printers and pressmen honored the Guild picket line during the strike, but the newspaper continued publication with the exception of the first two days, April 20-21, 1979 [presstime, February, page 34]. □

Arbitrator finds copy editor met 'reasonable' standards

The discharge of a copy editor on the national desk of The Toronto Star was overturned by Arbitrator J. Robert S. Prichard.

The copy editor had been hired Oct. 22, 1979, and discharged March 6, 1980, on grounds that he had been unable to adjust to the newspaper's style.

Under an agreement with the Southern Ontario Newspaper Guild, a probationary employee can be discharged without the company demonstrating "just cause" in the normal sense.

The Star stated that it had intended to discharge the editor at the end of a probationary period but that it had inadvertently miscounted the number of shifts worked and the probation period expired.

The newspaper then chose to discharge him as a "regular employee," maintaining it had "just cause" to do so—his failure to meet the standards and requirements of the job.

The grievant had been involved in newspaper reporting and editorial work for about 22 years. He had been consumer affairs editor of The Montreal Star before that newspaper folded last September.

In his May 8 award, Prichard noted that once a probationary employee has attained status as a regular employee, the company can insist only on that person's meeting the "reasonable" standards and requirements of the job.

However, he distinguished the case from most situations in which an employee has survived the probationary period and then joined the full-time staff.

In this case, because it grew out of the Star's mathematical error, the fact of the copy editor's joining the regular staff does not "of itself give rise to any presumption of competence," the arbiter said.

Instead, Prichard added, he would have to assume the burden of determining whether the employee met the "reasonable standards and requirements of the job."

Prichard concluded that the grievant, at the time of his discharge, was doing so. He said he was not persuaded that the grievant's shortcomings with regard to news judgment, errors, headline writing and slowness were "sufficiently significant" to enable the company to meet its burden of demonstrating just cause for discharge.

"The fact that there are more skilled or better performing employees on the job is not necessarily evidence that another employee is not meeting the reasonable standards and requirements of the job," he said.

The arbiter said his award directing that the grievant be reinstated as a copy editor without loss of wages, benefits or seniority should not be misinterpreted by the grievant "as an endorsement of his present levels of performance" and as "an invitation to complacency."

The meaning of his award, Prichard said, is that once an employee is a member of the full-time staff, then the standard of review for incompetence cannot be that of "superlative" performance but must be that of "reasonable" performance in the context of the classification to which the employee is assigned. □

Recent contract settlements

Brantford (Ontario) Expositor, Guild: Two-year circulation and editorial contracts expire Jan. 11, 1982.

Lansing (Mich.) State Journal, Guild: Two-year editorial contract expires Oct. 4, 1981.

Ottawa (Ontario) Citizen, Guild: Editorial and commercial contract expires July 20, 1981.

Ottawa (Ontario) Journal, Guild: Circulation contract expires Sept. 13, 1981.

Parkersburg (W.Va.) News and Sentinel, ITU: Editorial contract expires Dec. 31, 1980.

Phoenix (Ariz.) Republic and Gazette, Mailers: Three-year contract retroactive to Oct. 1, 1979.

Superior (Wis.) Telegram, ITU: Display advertising contract extended to Nov. 30, 1980.

(Details in ANPA Labor & Personnel Relations Letter No. 3, June.)

Arbiter agrees vacation time two weeks, not three, in first full year of employment

An arbitrator has upheld The News-Sun of Waukegan, Ill., in a dispute with Chicago Newspaper Guild Local 71 over 30-year-old contractual language covering vacation policy.

The language at issue stated in part: "Employees shall receive an annual vacation with full payment of regular salaries at the rate of one week for six months of service with the publisher; two weeks for one year's service or more; three weeks for four years' service or more. . . ."

The question before Arbitrator Sinclair Kossoff was, "How many weeks of vacation with pay is an employee entitled to during the first year of employment?"

The union contended that an employee was entitled to one week after six months and an additional two weeks after one year.

However, Kossoff agreed with the company that an employee was entitled to only two weeks' vacation during the first year—with the employee having the option of taking one of the weeks after six months' service.

One of the union's witnesses acknowledged that he had worked for the newspaper 12 years and did not know of anyone who had taken a week's vacation with pay after six months' employment and an additional two weeks after a year.

"Read independently," the arbitrator said, "the first clause tells us the total amount of vacation an employee is entitled to after six months of service; the second clause tells us the total amount he is entitled to for one year's service. Such a reading would be consistent with the undisputed interpretation of the remaining clauses in the sentence, i.e., three weeks for four years, four weeks for 12 years, etc., where each clause is independent of the one which precedes or follows it."

When read as a whole, Kossoff concluded, "including the provision for three weeks' paid vacation for *four* years' service," and in the light of the parties' 30 years' practice, "the only reasonable conclusion is that the language in question does not entitle employees to two weeks of paid vacation on their first anniversary date in addition to one week's paid vacation after six months of service." □

Incumbent ITU leaders get new, 3-year terms

The five incumbent members of the International Typographical Union's Executive Council have been re-elected by the membership to new three-year (formerly two-year) terms of office.

President Joe Bingel, who was unopposed [presstime, May, page 47], received 43,889 votes, official results showed.

The other members of the council—who were opposed in the May 21 election—are Robert S. McMichen, first vice president; Robert L. Wartinger, second vice president; Allan J. Heritage, third vice president; and Thomas W. Kopeck, secretary-treasurer. □

GAIU members OK 50-cent dues hike to hire organizers

Members of the Graphic Arts International Union have approved a 50-cents-a-month increase in dues to create its first-ever special organizing fund.

The money will provide for the appointment of six resident organizers and two organizers-at-large.

The members voted recently 36,056 to 19,127 in favor of the fund. Last year the proposition lost by a small margin—22,908 for and 23,145 opposed [presstime, January, page 54].

"Anyone who suggests our organization is not alive and well and will not respond, when (it is) fully informed, doesn't understand our membership," GAIU President Kenneth J. Brown told presstime. "This message will be carried loud and clear to the employer associations," he said. □

Additional arbitration awards

Albuquerque (N.M.) Publishing Co., ITU: Joseph S. Kiss ruled that an employee who had been absent for more than two years was not on a valid medical leave and therefore was not entitled to reinstatement as a regular, full-time employee.

Boston Globe, ITU: Milton J. Nadworny found that the hiring of extra printers during a two-week period did not require the company to add regular, full-time jobs (situations) in the composing room, and that a job-opportunity provision in a supplemental agreement did not supersede the situation formula in the contract.

Brockton (Mass.) Enterprise, Guild: Tim Bornstein found that the union's grievance over the pay classification of a clerk was not arbitrable on grounds of timeliness (laches).

Detroit Free Press, Guild: Charles M. Rehmus ruled that the company properly denied an assistant librarian salary-schedule credit for experience at a U.S. Air Force branch library.

Detroit Free Press, Teamsters: Russell A. Smith upheld the one-day disciplinary suspension of a circulation department district manager for failure to deliver a "down" route.

Fresno (Calif.) Bee, IPGCU: Thomas T. Roberts sustained the discharge of a pressman for displaying a pistol during a confrontation with the pressroom manager on company premises.

New Haven (Conn.) Register and Journal-Courier, Teamsters: Peter R. Blum upheld the discharge of a delivery-truck driver based on a work history of accidents and general negligence.

St. Joseph (Mich.) Herald-Palladium, ITU: James P. Martin ruled that the company did not violate the contract when it laid off a printer while retaining another composing room employee with less seniority; however, two displaced printers were entitled to severance pay because they were laid off due to new technology (increase in preprints or inserts), the arbitrator stated.

(Full texts available from the ANPA Labor and Personnel Relations Department.)

152 papers buy First Amendment insurance policy

A total of 152 newspapers have bought First Amendment Insurance under Mutual Insurance Co. Ltd.'s unique offering to ANPA members insured by Mutual's group libel policy [presstime, February, page 52].

All told, however, 255 media entities—including major newspaper groups, single newspapers, radio and television stations, and wire services—have purchased the insurance, said Arthur B. Hanson, Mutual's U.S. general counsel and ANPA general counsel.

First Amendment insurance pays legal fees associated with defending or prosecuting First Amendment rights cases. It has been available from Mutual only since early this year.

In a related development, The Evening Press of Binghamton, N.Y., became the first policyholder to file a claim and receive benefits based on the First Amendment Insurance. The claim was filed to cover the legal costs of fighting a local judge's closure of a preliminary hearing in a murder case. □

New p.m. daily debuts late in New York City

The Wall Street Final made its debut in New York City June 16, with 16 tabloid pages of stock tables, financial and general news and some sports scores.

Founder and Publisher Michael Goldstein said he was pleased. The paper's lead editorial stated: "We do not believe there are simple answers, but damn it there are a lot of questions to be asked."

The first issue encountered mechanical problems, however, and publication was delayed until 7:45 p.m. The five-day newspaper is scheduled to hit the streets at 5 p.m., carrying the 4 p.m. closing quotations from New York's stock exchanges.

Start-up problems eased gradually during the first week, and by Friday the newspaper was out by 5:30 p.m.

In a related matter, the New York Daily News announced that it will begin publication of an afternoon edition. □

United Press International

For their roles in attempting to rescue a wounded Marine during the Vietnam War, three journalists were awarded the Bronze Star for heroism June 13. The only civilians to be so honored by the Navy, Charles Mohr of The New York Times (left), Hugh D.S. Greenway of The Boston Globe (second from left) and Alvin Webb of United Press International (right) speak with Marine Corps Commandant Gen. Robert H. Barrow, who presented the awards in a Washington ceremony. Greenway and Webb were wounded by rocket fire in the 1968 incident that occurred at Hue during the Tet offensive.

First Amendment topics on agendas

First Amendment issues will be topics of discussion at a seminar and a convention Aug. 10 in Boston.

Douglas R. Watts, ANPA staff counsel, and Vincent Blasi, professor of law at the University of Michigan, will be featured speakers Aug. 10 at "The First Amendment in the 1980s," sponsored by the Law Division of the Association for Education in Journalism and the Mass Communications Law Section of the Association of American Law Schools.

Watts will discuss legal questions raised by developing media technology such as videotex, cable television and direct satellite transmission to homes.

Blasi will discuss "The First Amendment in the 1980s—Possible Trends and Tensions."

Other speakers for the seminar will include media executives, attorneys and professors of journalism, history and political science.

Newspaper staff members can register by sending $25, which includes breakfast and lunch, to Del Ehresman, JBS Department, State University College, 1300 Elmwood, Buffalo, N.Y. 14222.

The same day, the convention of the Association for Education in Journalism will focus on "The Burger Court and the First Amendment: Putting a Decade into Perspective" and "Courtroom Closures: Implications of Supreme Court Action."

Speakers will include Floyd Abrams, media attorney; James C. Goodale, former vice chairman and general counsel of The New York Times; and S. J. Micciche, managing editor of The Boston Globe.

Those interested in attending should contact ANPA Foundation's Judith D. Hines at The Newspaper Center, Reston. Registration costs $100. □

Recent acquisitions

Toronto Sun Publishing Corp. acquired the Calgary Albertan (owned by Thomson Newspapers Ltd., Toronto), daily circulation 50,000.

Thomson newspapers acquired all remaining voting shares of F.P. Publications Ltd. The company already owned 100 percent of the equity shares. Thomson assumed ownership of the F.P. Group, also based in Toronto, last January [presstime, February, page 51]. □

Colorado plans seminar for women managers

The University of Colorado will sponsor a training conference Sept. 21-26 geared toward women holding low- to mid-level newspaper management positions.

This first-ever "Women in Newspaper Management" seminar is expected to cover such topics as marketing strategy, personnel development, fiscal management, management pressure, decision making and effective communications.

Colorado Journalism Professor Ardyth Sohn said 15 mid-career participants will be chosen from newspapers in Arizona, Colorado, New Mexico, Utah and Wyoming. The conference will be on the Boulder campus and travel, room and board for the women will be paid by a Gannett Foundation grant, she said.

The funds also will pay for a two-year follow-up of the conference participants to see how they fare in their careers, Sohn said.

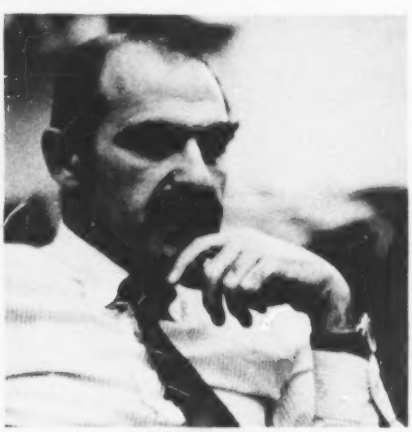
Seminar participants are expected to be selected by the end of this month by an advisory council in Denver. □

Florence Skelly (left), executive vice president of Yankelovich, Skelly and White Inc., and Robert B. Higdon, president of the Newspaper Personnel Relations Association and employee relations manager of The Detroit News, will be among those on the program of the ANPA/NPRA Newspaper Trainers Conference at Chicago's Marriott Hotel Aug. 24-27. The first-of-its-kind conference will provide newspaper trainers, personnel managers and general managers an opportunity to explore how training can help newspapers and their personnel meet the challenges of the '80s. For further information, contact Alice Sigillito of ANPA's Training Services Department at The Newspaper Center.

Marketing seminar to have new instructor

Theodore Levitt, head of the marketing instruction programs at the Harvard Business School, will join the faculty of the 12th session of the ANPA-International Newspaper Promotion Association Executives Marketing Seminar Aug. 24-30 at the Scottsdale, Ariz., Conference Center.

Levitt is the author of numerous articles and books on management and marketing subjects. His 1960 prize-winning article, "Marketing Myopia," used the story of the railroads to describe how industries must ascertain and act on customers' needs and desires—not bank on the presumed longevity of their products—to ensure continued growth and prosperity.



Theodore Levitt

Levitt will replace James Heskett, whose duties as faculty chairman of the Harvard MBA program will force him to miss the August session.

For further details, contact ANPA Manager/Training Services Stephen Palmedo at The Newspaper Center. □

Cost study results published

Results of the Inland Daily Press Association's 1979 Cost and Revenue Study have been published and mailed to a record 113 participating newspapers. This was the first year the annual study was open to every U.S. daily newspaper, and participation increased 23 percent over 1978 [presstime, January, page 60]. □

Public television to explore press as series subject

A proposed, weekly public television series on the press has been awarded a $50,000 research and development grant and offered $100,000 more in matching funds by the William and Mary Greve Foundation of New York.

Heading the project are Don Dixon, former director of public affairs programming for National Educational Television, and Ned Schnurman, a former associate director of the National News Council, television producer and news executive.

The half-hour programs will cover both print and broadcast journalism and will include critiques of how the press handles major news stories, examples of "best and worst" journalistic practices, regular essayists, and possibly a "Russell Baker kind of commentary" to wrap up each program, Schnurman said.

"This isn't planned to be an anti-press show," Schnurman said, "but the press historically has not been happy about self-correction and examination. I think that criticism is healthy."

The show is expected to be ready for regular airing next year, he said. □

Penn State seminar set for minority journalists

The Penn State University School of Journalism will host a conference July 28-Aug. 1 for early-to-mid career minority journalists seeking to expand their professional knowledge and career goals.

The program has been designed to guide participants on ways to get ahead in the profession.

Discussion topics will include "Precision Journalism," "What Editors Think of Investigative Reporting," "Newsroom Management," "Access Laws and Use of Government Documents" and "Where Do We Go From Here; Other Educational Opportunities."

A number of reporters and editors from newspapers large and small, as well as university faculty members and others, will serve as session leaders.

Cost is $350, with room and board. For more information, contact the school. □

Three generations of daily newspapering at The Paris (Tenn.) Post-Intelligencer celebrated the newspaper's 50th anniversary June 1. Pushing the button to start the press for a special section on the daily's history was Mrs. W. P. Williams, 87, an officer of and columnist for the family-owned paper. Observing were her grandson, James Williams, production superintendent (left) and son W. Bryant Williams, company president (center).

'Free press' plank urged for platforms

The Democratic and Republican parties have been urged to include a "free press" plank in their national platforms this year.

William R. Morrish, editor and publisher of the LaPorte (Ind.) Herald-Argus, told the Democratic National Convention Platform Committee that the party should reaffirm its "historic commitment to the people's right to know via a free press."

He filed a similar statement with the GOP Platform Committee.

Morrish, as chairman of the Governmental Affairs Committee of the Inland Daily Press Association and the National Newspaper Association, proposed that the free press plank endorse national shield legislation for journalists, broad anti-search protection for the press and other non-suspect third parties, and a more gradual phase-in of second-class postal rate increases. □

American Press Institute asks papers for data on internal communications

Much as the fabled cobbler's childen went without shoes, staffs of many newspapers—the hallmark of information providers—suffer from internal communications problems, says the American Press Institute.

And in conjunction with the Newspaper Readership Project, API is trying to remedy the situation by documenting examples of successful in-house information systems.

API Director of Development Mal Mallette has written newspapers asking for details about successful techniques and systems. API plans to publish a booklet describing some of them.

"We are seeking histories of something more than publication routing slips or internal house organs," Mallette said. "Rather, we are looking for histories of management commitment to communication and team building."

Of particular concern, Mallette said, is that important materials—research findings, new marketing concepts or technological developments, for example—often don't get beyond the level of publisher, chief editor or other top executive.

The result is that lower-level editors and other "gatekeepers are often unaware of information that would help them do a better job," he said. □

'Shoe' **By Jeff MacNelly**

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

Members rate '80 Convention; back Boston as future site

The Association has received 268 responses—about a 25.5 percent rate of return—to its questionnaire soliciting comments about the 1980 ANPA Convention in Honolulu.

The Wednesday General Session Breakfast, featuring "Americans Held Hostage," received the highest rating of all Convention activities, followed by the "Satellite/Telecommunications" roundtable discussion session. The "Dinner Dance Family Show" was last by a two-to-one margin.

According to Vice President/Comptroller and Assistant General Manager Thomas C. Fichter, respondents, by a narrow margin, favored a return to Honolulu sometime after 1985.

Boston ranked first among the cities Convention goers indicated they would like added to the existing schedule that includes Chicago (1981), San Francisco (1982), New York City (1983), Montreal (1984) and New Orleans (1985).

The survey returns, more than double those received in a similar post-Convention poll two years ago, were discussed at an ANPA Convention Arrangements Committee meeting held in June during the Production Management Conference.

ANPA buys editorial front-end system

ANPA has purchased an editorial front-end system from Hendrix Electronics Inc. of Manchester, N.H., and a typesetter from Merganthaler Linotype Co. for production of Association publications, including presstime.

In September, Hendrix is scheduled to install an HS46 processor; nine Edit III video display terminals, including a remote terminal at ANPA/RI; a Hendrix TYPEREADER 2 page reader; an on-line Qume printer; and VERSION 3 software that will work in conjunction with Merganthaler's Linotron 202 Digital CRT Typesetter.

ANPA plans to add two Hendrix page-layout terminals at a later date. □

New members

THE TOCCOA RECORD

Toccoa, Ga. (circulation 6,800), Charles A. Hamilton, publisher.

華語快報

Sino Daily Express

New York City (circulation 10,000), Arthur Liu, publisher.

THE DISPATCH today

Cookeville, Tenn. (circulation 11,791), Pat Williams, publisher.

MarketDyne pays insurance dividend

ANPA-member newspapers insured through MarketDyne International of Philadelphia, a sales agent for the Insurance Co. of North America, have received an 18.3-percent dividend for the policy year July 1, 1978, through June 30, 1979.

It reflects a 3.7-percent increase over the previous year's dividend.

MarketDyne offers property and liability insurance to newspaper publishing companies.

For more information, contact Harry W. Edwards, ANPA director/membership development, at The Newspaper Center; or C. Neville Wight, regional vice president, MarketDyne International, 1600 Arch St., 13th Floor, Tower Building, Philadelphia, Pa. 19101; (215) 241-2935. □

ANPA/RI reviews waste hazard form sent to newspapers

Newspaper plants were among the 400,000 industrial facilities and businesses which recently received notification forms from the Environmental Protection Agency dealing with hazardous wastes. The EPA, which sent out the "Identification and Listing of Hazardous Waste" forms June 13 to "persons thought to generate, transport, treat, store or dispose of hazardous waste," expects the forms to be completed and returned by Aug. 18.

The ANPA Research Institute staff currently is studying this new requirement and is in the process of developing guidelines to assist newspapers in completing this form. Those newspapers requiring special assistance should contact Richard Neergaard, assistant environmental coordinator, at ANPA/RI in Easton. □

Easton staffers get scare on return from Atlanta

Twenty members of the ANPA/RI staff had a harrowing experience on the trip back to Easton, Pa., after the Production Management Conference in Atlanta.

When their Eastern Airlines jet touched down for an intermediate stop in Baltimore, it blew a tire. After some tense moments, the plane lurched to a stop and the passengers deplaned safely. Later, Eastern discovered that the wheel had no brakes and scrubbed the rest of the flight.

The Allentown-Bethlehem-Easton Airport-bound passengers completed the journey on chartered buses. □

Retired ANPA librarian receives group's award

Beatrice Dubois, ANPA's first librarian, has received the Roll of Honor Award of the Special Libraries Association, Newspaper Division.

Former ANPA General Manager Stanford Smith accepted the award on her behalf at the library association's annual conference June 9 in Washington. Dubois, who retired in 1970 after 44 years with ANPA, lives in Venice, Fla. □

speeches

Harold W. Andersen

K. Prescott Low

John E. Colburn

John E. Reinhardt

Single copies of the following speeches are available from the ANPA Public Affairs Department:

From the International Federation of Newspaper Publishers (FIEJ) 33rd Congress, Tel Aviv, Israel, May 25-29:

- **Opening Remarks by Harold W. Andersen,** FIEJ president and president of the Omaha (Neb.) World-Herald Co.
- **A New Government Information Order: A Threat to World Press Freedom.** Allen H. Neuharth, chairman, ANPA Executive Committee and chairman and president, Gannett Co. Inc.
- **What Newspapers are Doing to Meet Economic Challenges of the '80s.** K. Prescott Low, ANPA director and president and publisher, The Patriot Ledger, Quincy, Mass.
- **Newsprint Developments in the U.S.** J. Howard Wood, chairman, FIEJ Newsprint Committee and retired chairman of the board, The Tribune Co., Chicago.
- **Who is Afraid of the New Media?** Richard C. Steele, publisher, Worcester (Mass.) Telegram and Evening Gazette.
- **Changing Trends in Newspaper Readership in America.** Maxwell E. McCombs, director, ANPA News Research Center, Syracuse University, N.Y.

•••

- **Tomorrow's Newspapers.** John Colburn, vice president/corporate development, Landmark Communications Inc. Ohio University, Athens, May 8.
- **Global Communications in the 1980s: an American Perspective.** John E. Reinhardt, director, International Communication Agency, Washington. International Conference of World Communications, Annenberg School of Communications, Philadelphia, May 12.
- **Foreign News Flow and the UNESCO Debate.** Richard R. Cole, associate professor and dean, and Robert L. Stevenson, assistant professor, School of Journalism, University of North Carolina. International Studies Association meeting, Los Angeles, March 21.
- **The Disclosure of Information.** Donald P. Rogers, associate professor of management, School of Business, State University of New York at Geneseo. National Association of Accountants, Rochester, N.Y., March 19. (Or see May 1 *Vital Speeches of the Day,* Box 606, Southold, N.Y. 11971.)
- **The Press Conference.** Joseph J. Duome, vice president, Doremus & Co., New York City. AT&T's Tarrytown Executive Conference Center, Tarrytown, N.Y., March 11. (Or see May 15 *Vital Speeches of the Day.)*

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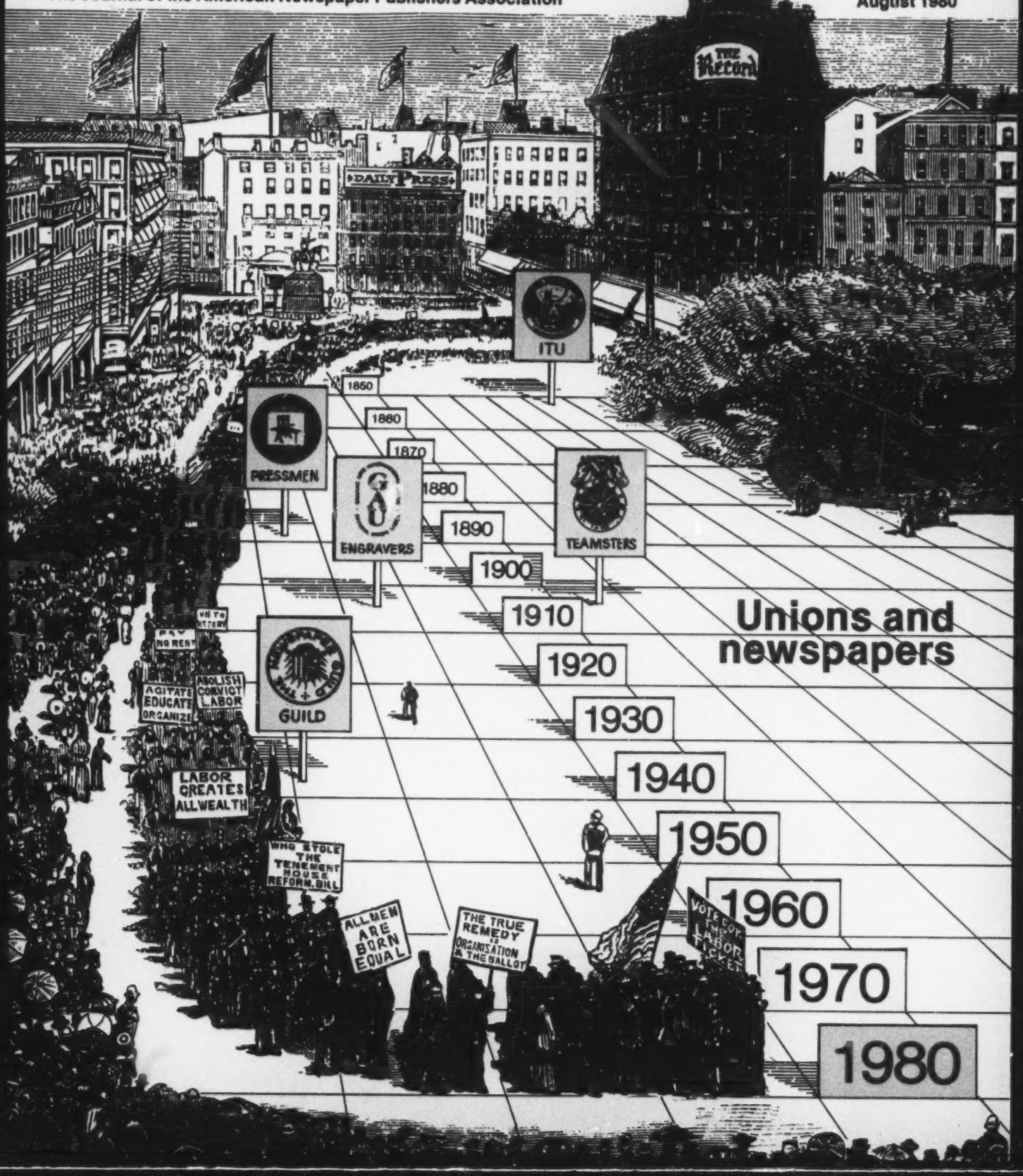
presstime

The Journal of the American Newspaper Publishers Association

August 1980



chairman's corner

The public needs to know it won in Richmond case

The American people won a victory of enormous importance a few weeks ago. Unfortunately, not many of them are fully aware of it.

I refer, of course, to the *Richmond Newspapers* decision, in which the U.S. Supreme Court affirmed, in ringing terms, the right of the public and press to attend criminal trials. (See **courts** section.)

Katharine Graham

All of us in the newspaper industry were naturally delighted. Chief Justice Warren Burger deserves considerable credit for leading the court to an explicit recognition that the freedoms expressed in the First Amendment "share a common core purpose of assuring freedom of communication on matters relating to the functioning of government."

But I suspect that all too many of our readers viewed this decision as just another round in the mystifying wars constantly being fought by an assertive press. Too many readers, I fear, feel that the main reason newspapers battle for admission to courtrooms is the desire to find fascinating stories to fill their pages.

How many Americans have ever paused to ponder their own stake—and society's interest—in open trials?

How many of our readers have given any thought to the possibility that:

- A witness might be more inclined to commit perjury if he knew that his testimony was never going to be subjected to public scrutiny.
- A judge might be more readily pressured, or might more easily succumb to temptation, if he knew that his conduct of a trial was not going to be out in the open for all to see.

These are only two of the reasons why all of us were so concerned about the Richmond case. Unfortunately, I fear that in our jubilation over the Supreme Court's ruling endorsing the media's right of access, many of us have once again failed to communicate adequately the real nature of this victory to our readers.

It was the public's interest—a very fundamental and tangible interest—that we were fighting for in the Richmond case. The public was the winner. And if we could just do a little better at explaining this to our readers, we would have a lot more support as we continue our struggle to ensure that pretrial proceedings are open to the public as well.

Kay Graham

Katharine Graham
Chairman and President

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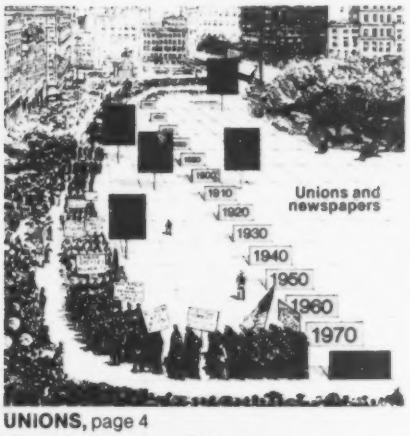

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Newspapers, labor enter 'new era'

By Clark Newsom
presstime labor writer

A major newspaper union in a large Southern city recently opened negotiations for a new contract by stating it would not strike "under any circumstances."

While that statement may not typify newspaper labor relations nationwide today, it does indicate a major shift in attitude.

The principal reason, of course, is that many publishers—especially those with an independent, non-employee delivery system—are capable of printing and distributing their newspapers during a strike. Thus the power at the bargaining table, once tilted toward the union's side, has been balanced.

Ten strikes were launched against newspapers in 1979, the smallest total since 1961. And through late July of this year, only five had begun.

One of these, at The Daily Transcript, Dedham, Mass. [presstime, June, page 44], is the first authorized by the International Typographical Union at a newspaper in more than a year.

The most recent strike, by the Teamsters union at the Detroit Free Press, started unexpectedly on the eve of the Republican National Convention in Detroit. (See story, page 37.)

The low level of strike activity compares with an average of 25 strikes during each of the years from 1970 through 1978.

ANPA Vice President/Labor and Personnel Relations Roy W. Anderson believes the decreasing number of strikes has led to the most favorable labor-management climate since World War II. "Complex technology such as telecommunications has brought an increased understanding between management and labor of competitive problems that affect job security," he notes.

While there are still those in newspaper management with the "anything the union is for, I'm against" attitude, and a cartoon in a recent labor publication depicted publishers as greedy hogs, most observers tend to agree with Anderson's assessment.

Darrow Tully, publisher of The Arizona Republic and Phoenix Gazette, feels that "almost without exception," the craft unions are looking for ways to cooperate with management.

Tully, who also is chairman of the ANPA Labor and Personnel Relations Committee, says that unions today recognize many of the serious problems facing newspapers, such as the escalating prices of raw materials and the competition from free-distribution papers and from new electronic means of disseminating information.

Enlightened union leadership "has brought us into a whole new era of labor-management relations," he believes.

Another major reason for labor's more moderate approach in its dealings with newspaper management is the decline in membership most unions are experiencing. This has sparked a move toward fewer and more diversified unions—a trend that has affected unions representing employees in all kinds of industries.

The power at the bargaining table, once tilted toward the union's side, has been balanced .... technology has brought an increased understanding between management and labor....

The effect of technological change began to be felt in newspaper plants in the 1960s. And in 1970, the ITU noted at its 112th convention that for the first time since World War II there had been a noticeable drop in membership.

With newspaper employment in the United States reaching a record 420,700 persons in 1979, and with an ANPA-estimated 90,000 of them (21.4 percent) represented by unions, there is ample opportunity for fulfilling one of labor's principal goals—to organize the unorganized.

Although the number of organized U.S. newspaper employees was not calculated in previous years, experts agree that the percentage represented by unions has decreased.

But how many unorganized employees are interested in representation? If newspaper workers are typical of the total U.S. labor force, not many.

According to the U.S. Labor Department's Bureau of Labor Statistics, the percentage of employees in non-agriculture establishments paying dues to unions has dropped from 33 percent in 1958 to 24 percent in 1978, the last year for which figures are available. (See table, page 9.)

Technological change is partly responsible for a decline of jobs in certain highly organized industries. Nevertheless, Roger C. Schoemaker, director of employee and labor relations for the eight Booth Newspapers in Michigan, contends that people are not "blindly accepting" union membership "as they have in the past," and that employees have greater faith in management.

Robert B. Higdon, employee relations manager for The Detroit News and president of the Newspaper Personnel Relations Association, says management has taken positive steps by improving communications with employees and by establishing equitable policies for salaries, benefits and job promotions.

Elmer C. May, employee relations manager of The Houston Post, cites what he calls "a new age of awareness" in which workers realize there are other avenues besides unions to resolve grievances, such as the Equal Employment Opportunity Commission, the National Labor Relations Board and the Labor Department's Wage and Hour Division. In other words, he says, government concern for workers contributes to the decline in union membership.

AFL-CIO President Lane Kirkland maintains that government statistics indicating a steady decline in the proportion of union members in the work force are "deceptive" because the total work force includes many people in managerial positions who are not eligible for membership. However, the figures reported by BLS for

1958 and 1978 were obtained from the same base.

As unions by necessity increase their organizing efforts, more attention is being given by them to female and white collar workers, notes George D. Veon, vice president of human resources for Lee Enterprises Inc., Davenport, Iowa.

As an organizing strategy, the AFL-CIO's biennial convention last November approved a resolution urging adoption of the concept of "'equal pay for work of comparable value" [presstime, June, page 38].

ITU President Joe Bingel says his union is poised to mount a major organizing drive. However, industry observers point out that similar claims have been made in the recent past with no evidence that such a large-scale campaign ever took place.

The ITU has $1 million in its organizing fund created by a special assessment of $2 a month in 1978 on all working members. While expenditures from the fund were slight last year, organizers are now being trained and the fund should soon be put to its full use, one union official predicts.

The ITU, which represents more newspaper employees than any other union, already is the most active newspaper union in organizing. While in recent months it has lost several decertification elections conducted by the NLRB at smaller newspapers, it has won bargaining rights for two large non-mechanical units—advertising employees at The Pittsburgh Press and newsroom employees at the Wichita (Kan.) Eagle and Beacon. It was unsuccessful in a recent attempt to organize accounting and credit department employees at The Detroit News.

Changing from a craft-oriented to an industrial type union, the ITU has expanded its constitutional jurisdiction to embrace "all branches of the graphic arts, news and advertising media and communications industry" [presstime, February page 35]. "The ITU is becoming an office workers' union," notes Warren R. Wanamaker, personnel manager of The Blade of Toledo, Ohio, and a former ITU official.

Largely as a result of computer technology, the number of ITU members holding regular full-time newspaper jobs dropped sharply in the past decade, from 50,000 in 1970 to under 34,000 in 1979. (See chart, page 9.) Many publishers are offering their printers financial incentives to relinquish job guarantees previously given in exchange for the contractual right to introduce electronic technology.

ITU Vice President Allan J. Heritage told presstime that he strongly favors organizing newspapers from "the front door to the back," and he contends that publishers would benefit from having only one union in the plant. By dealing with a single union rather than a dozen or so as in some cities, publishers would be able to negotiate flexibility in introducing new technology, avoid jurisdictional disputes and have but one economic package on the bargaining table, Heritage maintains.

Opponents of such a plan respond that having all employees in one union would make it easier for them to shut down the newspaper during a labor dispute.

Meanwhile, other newspaper-related unions are becoming more active in the organizational arena.

The International Printing and Graphic Communications Union has about $300,000 in a Newspaper Web Caucus organizing fund which collects a monthly fee of 50 cents from each member of participating web locals. In recent months, however, the IPGCU has not been notably successful in newspaper organizing, having lost five straight NLRB-conducted elections—the most recent in June at the Burlington (Vt.) Free Press by a vote of 107-62. That election involved a so-called "wall-to-wall" unit (all employees).

Pressmen have been relatively unscathed, so far, by new technology. The IPGCU claims 117,000 members, with about 22,000 of them, mostly pressmen, working for newspapers.

The Graphic Arts International Union recently received membership approval for a 50-cents-per-month increase in dues to create a special organizing fund [presstime, July, page 58]. But with only about 2,000 of the union's 115,000 dues-paying members, mostly photoengravers, employed by newspapers, it is at least questionable whether the GAIU will expend much of the fund in an effort to organize newspapers. No newspaper representation elections involving the GAIU have been reported to ANPA in more than a year.

The Teamsters union, which represents about 7,800 newspaper employees, mostly in larger cities, has been only moderately successful in organizing new bargaining units at newspapers. It has lost 37 of 58 newspaper elections in the past 10 years.

But G. W. (Jerry) Wright, director of personnel and industrial relations for the Tampa (Fla.) Tribune and Times, says he would not be surprised to see an increase in Teamster representation, especially in the South where some relatively weak unions may change their international

union affiliation to the Teamsters in an effort to gain "clout."

And ANPA Manager/Labor Relations Charles Cole warns that newspapers with unorganized adult carriers, truck drivers and other circulation personnel could be targets for organizational attempts by the Teamsters. Even employees who work less than the regular workweek, Cole notes, are eligible for union representation.

Because the Teamsters union holds the key to distribution in a number of major cities, it has become the pacemaker in collective bargaining in those cities.

The Newspaper Guild frankly admitted in the officers' report to its June convention that for the second straight year, most of the staff time and money ordinarily earmarked for organizing had to be devoted "to the defense, and survival," of established bargaining units.

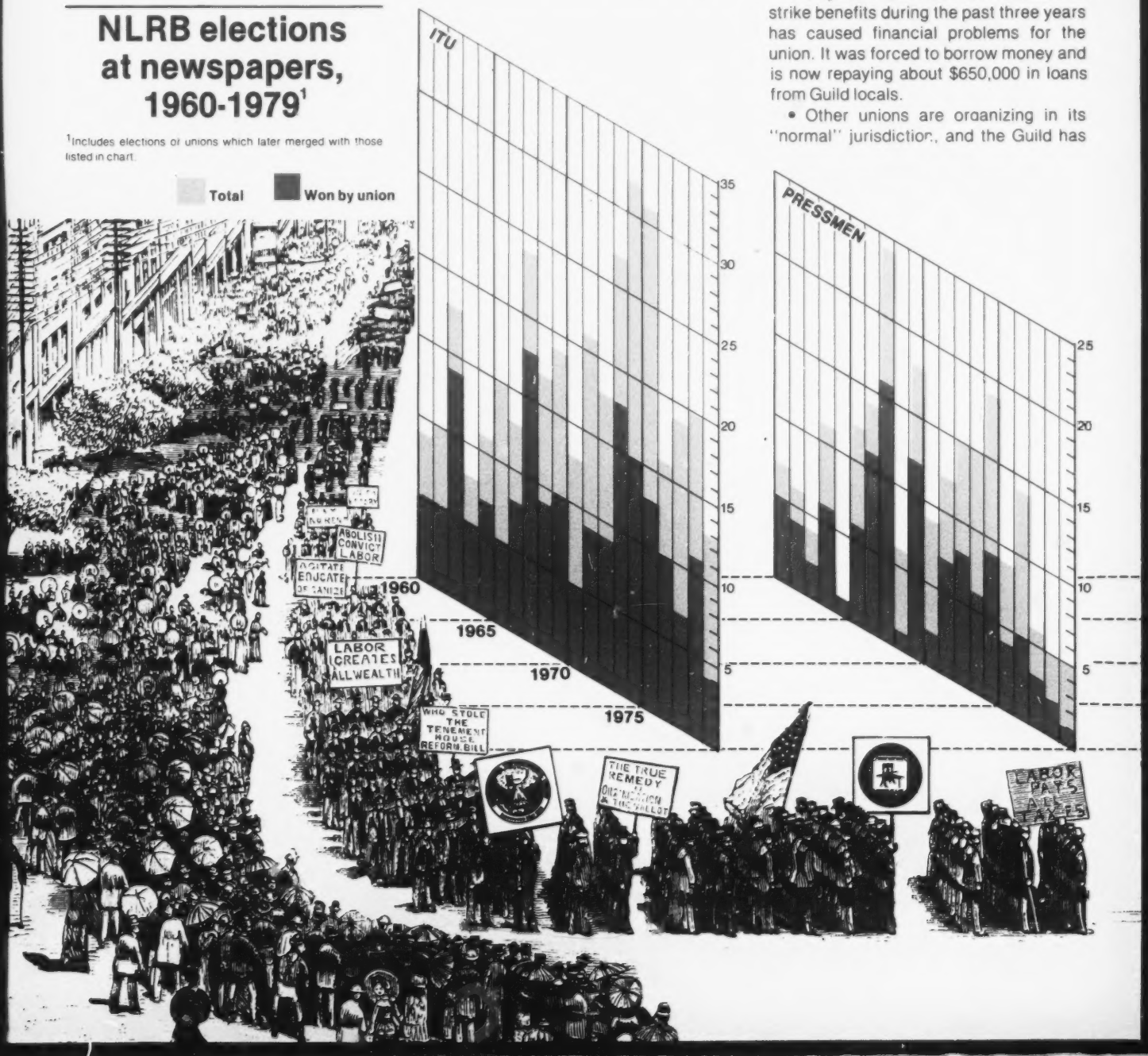
So, while the Guild increased the number of employees for whom it won bargaining rights from 113 to 317 in its last fiscal year, that total is still less than half the 682 average of the past 10 years.

The Guild also has been plagued in other areas:

- Membership dropped from 33,662 on Jan. 1, 1979, to 32,698 in March this year. About 30,000 members work in newspapers at a variety of jobs, about 50 percent of them editorial in nature, according to Guild headquarters.
- Payment of about $7.5 million in strike benefits during the past three years has caused financial problems for the union. It was forced to borrow money and is now repaying about $650,000 in loans from Guild locals.
- Other unions are organizing in its "normal" jurisdiction, and the Guild has

NLRB elections at newspapers, 1960-1979[1]

[1]Includes elections of unions which later merged with those listed in chart.



asked members to notify headquarters "immediately" of any such activity.

Prior to 1975, the Guild was particularly concerned about ITU efforts to invade its turf.

The introduction of new typesetting technology in the 1960s resulted in the elimination of many printers' jobs, prompting the ITU to look beyond the newspaper "back shop" for potential members.

Late in that decade, the ITU began organizing employee units outside traditional lines at small newspapers. In 1970 it expanded its efforts and in the next four years successfully organized units of editorial and newsroom employees, again at smaller newspapers.

The IPGCU also organized several newsrooms.

In the early '70s, the Guild retaliated by organizing mechanical employees at the San Juan Star and El Mundo in Puerto Rico. And in 1975 it was certified by the NLRB to represent composing room employees at the Knoxville (Tenn.) News-Sentinel.

Leaders of the two unions exchanged acrimonious statements, but in 1975, they signed a "no-raiding" agreement and began talking merger.

Besides jurisdictional disputes such as the one between the ITU and the Guild, there are other reasons why unions pursue merger agreements: to strengthen organizing efforts, to improve leverage in collective bargaining, to help meet rising operating costs and to deal with what they perceive as a growing corporate concentration of economic power.

Notwithstanding the enthusiasm of the Guild-ITU merger committee members, there are many, including ANPA's Cole, who believe that a merger will not be consummated by the end of next year.

Cole notes there are philosophical differences that must be resolved because the ITU still operates within the framework of a craft union. Also, he adds, there are still strong animosities between Guild and ITU locals in some cities because of earlier jurisdictional disputes and strikes.

As to the probability of the merger, a veteran newspaper management negotiator, who also is a former labor union official, says, "Don't bet on it."

Another newspaper negotiator, Herbert L. Price, operations manager of the Newspaper Agency Corp. in Salt Lake City, doubts there will be a merger simply because "they don't like each other that much."

A third management official believes the ITU eventually will merge with another union, but not necessarily the Guild.

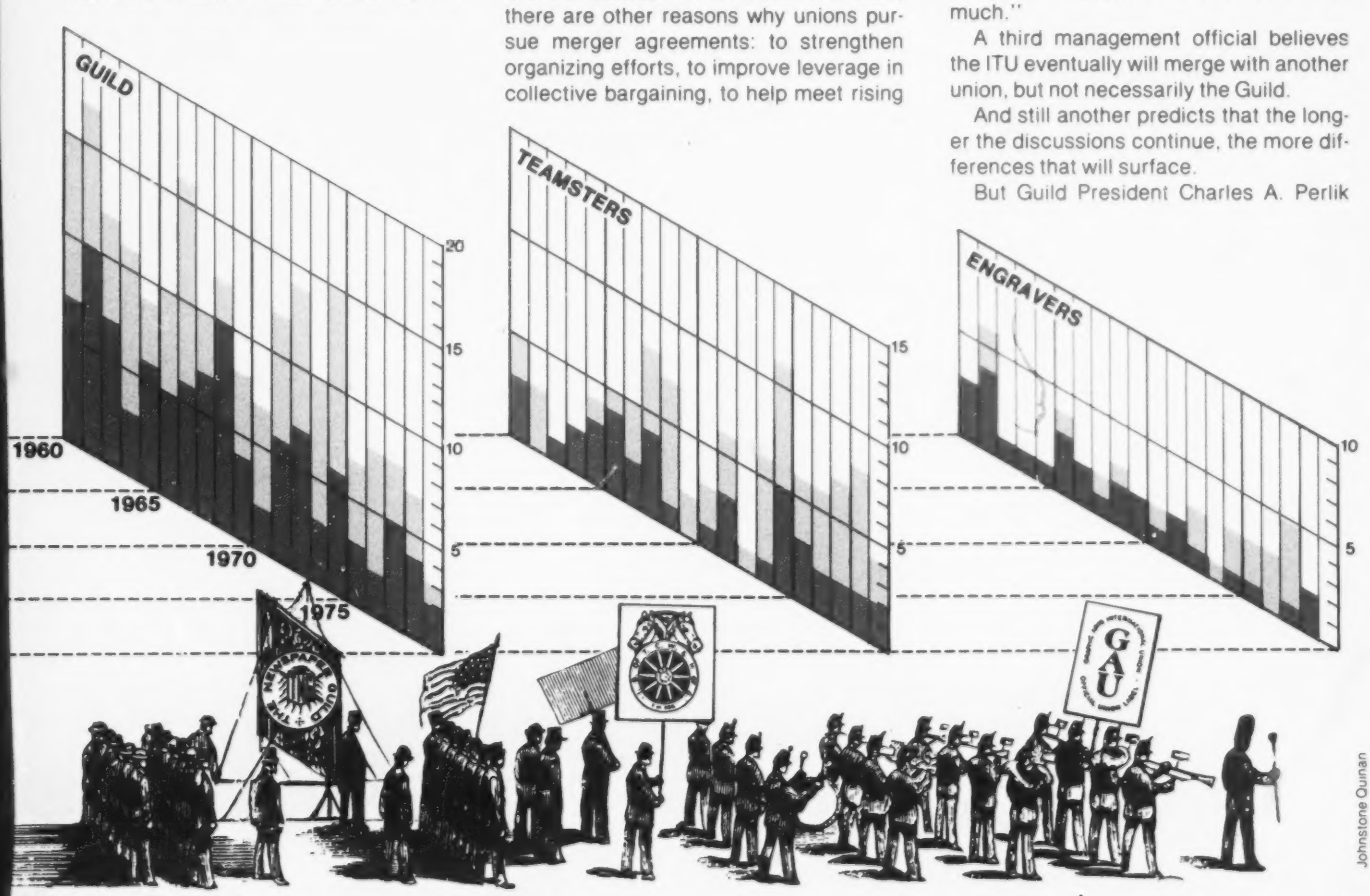
And still another predicts that the longer the discussions continue, the more differences that will surface.

But Guild President Charles A. Perlik

Unions won 45 percent of all NLRB elections

Unions won 45 percent of the representation elections conducted in the fiscal year that ended last Sept. 30—the smallest percentage since the NLRB was created in 1935.

There were 3,623 union victories in 8,043 elections, and that 45-percent rate compared with 46 percent in each of the two previous years. The figure for 1968 was 57 percent.



Johnstone Quinan

Jr. told presstime that while there are still "serious things" to be resolved, the "long-range outlook" for a successful merger is favorable. The Guild's recent convention renewed the mandate for merger, he notes.

Yet at the same time, delegates expressed "deep concern" over such matters as the method of local unions' obtaining strike sanction, the Guild's principle of "complete adherence" to majority rule and whether the Guild's "tradition of human rights" would be carried on if a new union is created.

ITU President Bingel attended the Guild's convention but—perhaps significantly—did not make a formal address as at the two previous ones.

Although Perlik says that representatives of the two unions will meet the week of Oct. 5 to resume work on the proposed merger agreement, the merger now hinges on whether the delegates to the ITU convention in Kansas City this month approve continuing efforts to reach an agreement [presstime, June, page 42].

If a merger document is completed next year, it must first be submitted to the Guild's international executive board, then to a convention, and finally to a referendum of the entire membership. ITU laws also require that the document be submitted to its membership for approval.

On another merger front, the ITU hopes that the 1,300-member Philadelphia Newspaper and Magazine Employees union, which severed relations with the International Mailers Union in 1972 to become an independent union, will some day affiliate with the ITU.

The Jan. 1, 1979, merger of the IMU and the ITU is still having an impact at the local level. For example, in some cities there are separate local unions representing composing and mailroom employees, each with their own officers and treasuries. They now must consider merging into one local union.

Unions other than those traditionally associated with newspapers also are active on the merger front.

Last year the Retail Clerks Interna-

Unions' history in brief: from splitting to merging

At its birth in 1852, the International (then National) Typographical Union claimed jurisdiction over all the mechanical processes of putting out a newspaper.

Friction between typesetters and pressmen developed early, and in 1889, the International Printing Pressmen's Union was organized.

The ITU had begun issuing separate local charters to stereotypers and electrotypers in 1885, and in the next 15 years it chartered separate locals for bookbinders, photoengravers and mailers. But in 1892 the bookbinders formed their own union, followed by the stereotypers and electrotypers in 1902 and the photoengravers in 1904.

Some dissident ITU mailers formed the International Mailers Union in 1943, but this group returned to the ITU through merger in 1979.

The Teamsters union was organized in 1903. With 2.3 million members, it is the largest union in the Free World.

The Newspaper Guild (formerly American Newspaper Guild) was founded in 1933.

The Graphic Arts International Union was founded in 1972 through merger of the Lithographers' and Photoengravers' International Union and the International Brotherhood of Bookbinders. The LPIU had been created in 1964 by merger of the Amalgamated Lithographers and the International Photo Engravers.

The International Printing and Graphic Communications Union was formed in 1973 by the merger of the International Printing Pressmen and Assistants' Union and the International Stereotypers' and Electrotypers' Union. □

tional Union and the Amalgamated Meat Cutters and Butcher Workmen combined to form the largest union in the AFL-CIO—the United Food and Commercial Workers with 1,300,000 members. That union already had attempted to organize newspaper employees. Earlier this year a unit of all employees at the Warren (Ohio) Tribune Chronicle voted 143-82 against the UFCW [presstime, March, page 36].

The Service Employees International Union, which represents about 16 newspaper units (mostly maintenance), is talking merger with the 170,000-member Retail, Wholesale and Department Store Union. The SEIU claims more than 600,000 members.

Not all merger talks succeed, however. For example, the IPGCU was urged by its last quadrennial convention in 1976 to complete merger discussions with the United Paperworkers, but those efforts went for naught. There are no serious merger talks going on with any other unions "at this moment," IPGCU President Sol Fishko told presstime.

But GAIU President Kenneth J. Brown says it is a mistake for anyone to assume that the absence of formal merger talks means there is nothing "on the fire." From personal experience with prior mergers, he notes that "a lot of groundwork" is required before formal meetings begin. The preliminary work includes fostering cooperation between unions, he adds.

The evidence suggests, in fact, that just as labor-management relations are improving, so are relations among the unions themselves. And this element in the newspaper labor mosaic also will count heavily in the coming years. □

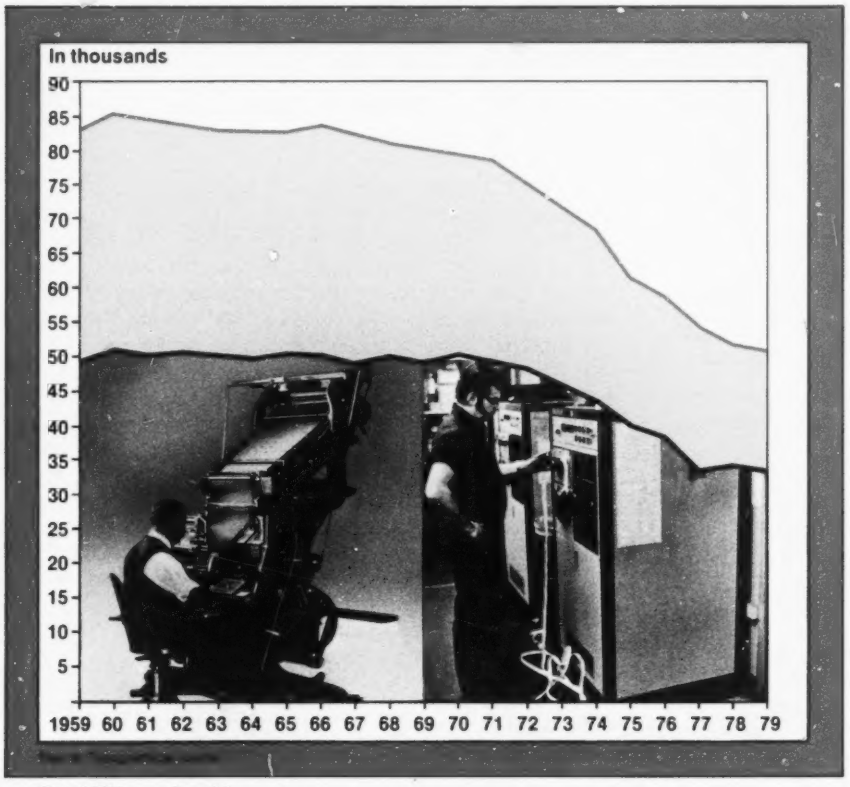
Union membership as a percent of employees[1]

1958—33.2	1965—28.5	1972—26.4
1959—32.1	1966—28.1	1973—25.9
1960—31.5	1967—27.9	1974—25.8
1961—30.2	1968—27.9	1975—25.3
1962—29.9	1969—27.0	1976—24.5
1963—29.2	1970—27.3	1977—24.1
1964—28.9	1971—27.2	1978—24.0

[1]Working in non-agricultural establishments

Source: U.S. Department of Labor, Bureau of Labor Statistics

ITU membership—1959-79



Lean McKay

— Total ITU membership
— ITU members holding regular, full-time newspaper jobs

Other unions at papers: bakers to bartenders

In addition to the ITU, IPGCU, GAIU, Guild and Teamsters, a number of other unions including the International Association of Machinists and the International Brotherhood of Electrical Workers represent some groups of newspaper employees.

Other examples are:

- The Communications Workers union bargains for editorial and dispatch department employees at The Hawk Eye of Burlington, Iowa.
- The United Steelworkers union represents advertising and circulation employees at The Elkhart (Ind.) Truth.
- The Office and Professional Employees union is bargaining agent for advertising, circulation and business office employees at The Jersey Journal of Jersey City, N.J.
- The Allied Industrial Workers union represents a circulation unit at the Waco (Texas) Tribune-Herald.
- The International Longshoremen's and Warehousemen's union has district managers, mailers and truck drivers at the Hawaii Newspaper Agency in Honolulu.
- The Hotel and Restaurant Employees and Bartenders union represents drivers and warehousemen at the Albuquerque (N.M.) Publishing Co.
- The Laborers International union bargains for janitorial employees at three newspapers in the South.
- The United Dairy and Bakery Workers represents janitors and dusters at the Saginaw (Mich.) News.

There are also nearly 50 independent unions representing units of newspaper employees. □

Press hails court's *Richmond* ruling

The U.S. Supreme Court July 2 ruled 7-1 that the First and 14th Amendments require criminal trials to be open to the public and press unless there is a strong reason—an "overriding interest"—for closure.

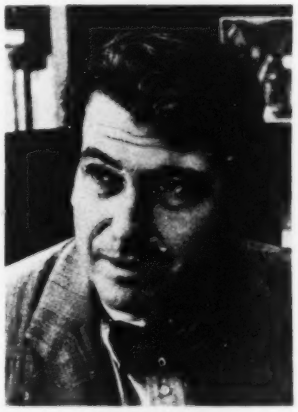
The court, with Justice Lewis F. Powell Jr. abstaining and Justice William H. Rehnquist dissenting, ruled that a Hanover County, Va., Circuit Court judge improperly closed the trial of a man accused of murder [presstime, March, page 14].

The outcome of *Richmond Newspapers Inc. v. Commonwealth of Virginia* has been hailed as a landmark by some newspaper executives who say the court has clarified its confusing pretrial access decision in *Gannett v. DePasquale,* issued exactly one year earlier.

Others, however, while welcoming the favorable decision for the public and press, warn that *Richmond* leaves unanswered such questions as what an "overriding interest" may be.

Both ANPA Chairman and President Katharine Graham, chairman of the board of The Washington Post Co., and J. Stewart Bryan III, publisher of Richmond Newspapers Inc., viewed the decision as a victory for all citizens, not just the press.

Graham also said the decision is a "strong and correct guideline" to all judges. (See **chairman's corner,** inside front cover.) Bryan noted that the ruling marks the first time that the Supreme Court has held that "the First Amendment provides some protection to the gathering of news."



J. Stewart Bryan

Several prominent lawyers in the newspaper business and others closely connected with the case were surveyed by presstime. Here are some of their reactions to the ruling:

Joe R. Seacrest, chairman, Journal-Star Printing Co., Lincoln, Neb.; chairman, ANPA Press/Bar Relations Committee; co-chairman, ANPA/ABA Task Force:

"It is an important, evolutionary decision in resolving the closed-court question in pretrial judicial proceedings. Every argument based on history, public policy and constitutional law utilized in *Richmond* similarly can be made in pretrial judicial proceedings. If the First Amendment right to attend trials is not absolute in *Richmond,* it obviously will be even less absolute in pretrial hearings if the court is to properly accommodate the Sixth Amendment right of the accused to be tried by an impartial jury not prejudiced by publicity. In my opinion, the media must adjust to the state of the law that will give judges the right to protect the accused in the area of confessions, prior criminal records and other evidence possibly inadmissible at trial. However, the First Amendment should be recognized in all other pretrial areas by a stiff standard against closing proceedings."

Arthur B. Hanson, ANPA general counsel:

"I think the most satisfactory aspect of the decision is the large degree in which the chief justice . . . has turned in recognizing the proper juxtaposition of the First Amendment as it relates to the non-enumerated rights which are essential to making the Constitution the living document that the framers intended it to be. . . . Although the issue of pretrial as set forth in *Gannett* is not ruled on in a fashion to satisfy us, the court's ruling in *Gannett* is now restricted solely to pretrial. The court did not address the subject of post trial, thus leaving that issue still open. I cannot help but believe, however, that in light of the ruling in *Richmond Newspapers,* that post trial will be one where we can be successful if the issue becomes one in the courts."

W. Terry Maguire, ANPA associate general counsel and vice president/legal and government affairs:

"The 7-1 decision reaffirms the basic public policy favoring courts conducting their business in open session. . . . The language of the seven justices is such that it will be almost impossible for criminal trials to be closed to the public and press absent an extremely strong showing that no alternative means can be utilized. The court did not enunciate standards for this test, but that need not pose a serious problem. The underlying rationale for the decision is so forcefully stated and the presumption of openness—termed a 'guarantee'—so clearly and firmly established that the burden has shifted essentially from those who wish to keep the courts open to those who wish to close them. There are, of course, shortcomings to the court's action. While they are important, they are not sufficiently adverse to undermine the basic decision."

Richard M. Schmidt Jr., general counsel, American Society of Newspaper Editors:

"I think it's a great victory for the public. . . . The most significant finding was summarized by Justice Stevens' concurring opinion in which he states [that newsgathering is protected by the Constitution (see excerpts, page 12]. . . . Eight justices of the Supreme Court have now recognized the First Amendment right in the acquistion of news because Justice Powell had done so in earlier cases, for example in *Gannett v. DePasquale.* I also anticipate that judges wi" close trials under the 'overriding interest' (standard, but I think it's going to be tough for them to meet (that standard). We will undoubtedly have tests in the court on what constitutes an 'overriding interest'. . ."

Floyd Abrams, First Amendment attorney, Cahill Gordon and Reindel, New York City:

"The *Richmond Newspapers* decision not only reopens our courtrooms but may open, as well, other previously closed doors behind which the public business takes place. It is a useful antidote to the Gannett case, one whose influence will be felt in all aspects of American life. My only qualm about the decision is this: We must continue to assure that although the right of access to information will necessarily be a limited one, one balanced against other societal needs, that the right to publish whatever information the press learns remains inviolate. . . . I suspect that the court will not accept another . . . (open court-

rooms) case for a few years, at least. Attention now is much more likely to turn to access in other areas.

Bruce W. Sanford, media attorney, Baker & Hostetler, Washington, D.C.:

Richmond Newspapers is a stunning success for the public's right to receive information about its government and for the press—now recognized as the public's surrogate in newsgathering. Reconciling the decision with last year's baffling *Gannett* decision does not leave one with an overwhelming sense of security about the court's past consistency or future directions in this area. It is likely that *Richmond Newspapers* will be perceived by lower courts as broadly discouraging the closing of courtrooms, but it remains to be seen whether the decision will be as effective as *Nebraska Press Association v. Stuart* was in 1976 in discouraging the use of gag orders."

Jack C. Landau, director, Reporters Committee for Freedom of the Press:

"We see it as a double victory for the First Amendment. It's a guarantee for the public that except in some very narrow circumstances—which we don't know yet—trials will be open. The second victory is that the chief justice has indicated that the First Amendment preserves some constitutional right of access to governmental information, although we don't know the extent of what is meant by that yet. But we deplore the fact that the court did not modify the *Gannett* ruling because 89 percent of all indictments are settled in pretrial proceedings. And so we still face a serious censorship problem as courts still have broad powers to close nine out of 10 cases in the criminal justice system."

Gary Gerlach, general counsel Des Moines (Iowa) Register & Tribune Co.:

"The case will make the battle for participatory government go better for the public and the press. This landmark decision establishes for the first time the legal proposition that the public and the press have had a fundamental constitutional right to information about our government and what it is doing for us and to us."

Laurence H. Tribe, Harvard Law School professor who argued the case for Richmond Newspapers Inc.:

"I was hopeful of victory but fearful that the court might shrink from the sweeping implications of recognizing, for the first time, an affirmative right of access and newsgathering under the First Amendment. All who cherish an open society are profoundly grateful that the court was not so timid. The full reach of the right established in *Richmond* may not be clear for decades. Efforts to establish the right of access in contexts other than criminal trials will not always succeed. But the right will not be easily confined, and its broad affirmation in *Richmond Newspapers* marks a milestone."

J. Marshall Coleman, Virginia attorney general, who argued the state's case:

"I welcome the Supreme Court's finding that there is a clear presumption that criminal trials in this country must be open to the public and to the press. To the extent that this decision clarifies ambiguities left by *Gannett v. DePasquale* and recognizes the right to attend trials as a First Amendment guarantee, I believe that this case has served a very valuable purpose. . . . A second aspect of the court's decision was disappointing. Although the court observed that the right of public access to criminal trials is not absolute, it did not define the circumstances in which all or parts of a criminal trial may be closed to the public. Thus, the conflict between the right to a fair trial, which was the essence of this case, remains unresolved."

Robert C. Bernius, attorney who argued *Gannett v. DePasquale* before the Supreme Court; Nixon, Hargrave, Devans & Doyle, Rochester, N.Y.:

"It was an incredible policy shift. . . . They (the justices) adopted essentially the First Amendment arguments that were put forth in *DePasquale*, and that certainly was satisfying. The reasons for the decision are open to speculation. But I think that the court was likely very much affected by the reaction on the part of the public to what it (the public) perceived to be an anti-press attitude (of the court) and to the flood of closures which I think they (the justices) didn't expect. . . . This case has pretty much settled the question of access to judicial proceedings—both at the trial and pretrial levels. I don't think the court will very soon accept another case based on access to the courts. It seems to me now that the questions will be on access to other public forums. . . ." □

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'The trial of a criminal case must be open to the public . . .'

Following are excerpts from the Supreme Court justices' opinions in *Richmond Newspapers Inc. v. Commonwealth of Virginia:*

Chief Justice Warren E. Burger (majority opinion)

". . . the historical evidence demonstrates conclusively that at the time when our organic laws were adopted, criminal trials both here and in England had long been presumptively open. This is no quirk of history; rather, it has long been recognized as an indispensable attribute of an Anglo-American trial."

•••

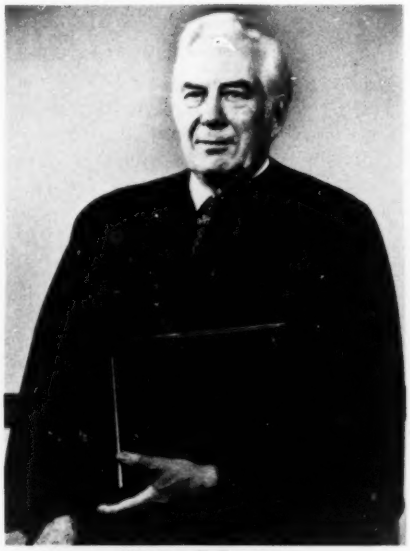
"People in an open society do not demand infallibility from their institutions, but it is difficult for them to accept what they are prohibited from observing. When a criminal trial is conducted in the open, there is at least an opportunity both for understanding the system in general and its workings in a particular case."

•••

"Instead of acquiring information about trials by firsthand observation or by word of mouth from those who attended, people now acquire it chiefly through the print and electronic media. In a sense, this validates the media claim of functioning as surrogates for the public. While media representatives enjoy the same right of access as the public, they often are provided special seating and priority of entry so that they may report what people in attendance have seen and heard."

•••

"The First Amendment, in conjunction with the Fourteenth, prohibits governments from 'abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances." These expressly guaranteed freedoms share a common core purpose of assuring freedom of communication on matters relating to the functioning of government. Plainly it would be difficult to single out any aspect of government of



Warren E. Burger

higher concern and importance to the people than the manner in which criminal trials are conducted; . . . recognition of this pervades the centuries-old history of open trials and the opinions of this Court."

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"We hold that the right to attend criminal trials is implicit in the guarantees of the First Amendment; without the freedom to attend such trials, which people have exercised for centuries, important aspects of freedom of speech and 'of the press could be eviscerated.'"

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". . . Absent an overriding interest articulated in findings, the trial of a criminal case must be open to the public." (In a footnote to this statement, Burger added, "We have no occasion here to define the circumstances in which all or parts of a criminal trial may be closed to the public, . . . but our holding today does not mean that the First Amendment rights of the public and representatives of the press are absolute. Just as a government may impose reasonable time, place and manner restrictions upon the use of its streets in the interest of such objectives as the free flow of traffic . . . so may a trial judge, in the interest of fair administration of justice, impose reasonable limitations on access to a trial.")

□

Justice John Paul Stevens

"This is a watershed case. Until today the court has accorded virtually absolute protection to the dissemination of information or ideas, but never before has it squarely held that the acquisition of newsworthy matter is entitled to any constitutional protection whatsoever."

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"Today, . . . for the first time, . . . the court unequivocally holds that an arbitrary interference with access to important information is an abridgment of the freedoms of speech and of the press protected by the First Amendment."

□

Justice Byron R. White

"This case would have been unnecessary had *Gannett Co. v. DePasquale* . . . construed the Sixth Amendment to forbid excluding the public from criminal proceedings except in narrowly defined circumstances."

□

Justice William J. Brennan Jr., joined by **Justice Thurgood Marshall**

"Secrecy is profoundly inimical to this demonstrative purpose of the trial process. Open trials assure the public that procedural rights are respected, and that justice is afforded equally. Closed trials breed suspicion of prejudice and arbitrariness, which in turn spawns disrespect for law. Public access is essential, therefore, if trial adjudication is to achieve the objective of maintaining public confidence in the administration of justice."

□

Justice Potter Stewart

". . . a trial courtroom is a place where representatives of the press and of the public are not only free to be, but where their presence serves to assure the in-

tegrity of what goes on."

□

Justice Harry A. Blackmun

"It is gratifying, first, to see the court now looking to and relying upon legal history in determining the fundamental public character of the criminal trial. . . .

"The Court's return to history is a welcome change in direction.

"It is gratifying, second, to see the court wash away at least some of the graffiti that marred the prevailing opinions in *Gannett*."

•••

". . . I remain convinced that the right to a public trial is to be found where the Constitution explicitly placed it—in the Sixth Amendment.

"The Court, however, has eschewed the Sixth Amendment route. . . . This course is troublesome, but it is the route that has been selected and, at least for now, we must live with it. . . . I need do no more than observe that uncertainty marks the nature—and strictness—of the standard of closure the court adopts."

•••

". . . I am driven to conclude, as a secondary position, that the first Amendment must provide some measure of protection for public access to the trial."

□

Justice William H. Rehnquist (dissenting)

". . . our authority to reverse a decision by the highest court of the state is limited to only those occasions when the state decision violates some provision of the United States Constitution."

•••

"The issue here is not whether the 'right' to freedom of the press conferred by the First Amendment to the Constitution overrides the defendant's 'right' to a fair trial conferred by other amendments to the Constitution; it is instead whether any provision in the Constitution may fairly be read to prohibit what the trial judge in the Virginia state court system did in this case. Being unable to find any such prohibition in the First, Sixth, Ninth or any other Amendments to the United States Constitution, or in the Constitution itself, I dissent." □

Reporters held in contempt in confidential source cases

A reporter of The Philadelphia Inquirer was held in contempt of court July 10 for refusing to confirm whether she talked to a federal prosecutor while preparing a story on ABSCAM.

In another case involving protection of sources, Supreme Court Justice William J. Brennan Jr. ruled July 23 that a Boston television reporter would not be jailed on a civil contempt citation for refusing to name sources, pending the full Supreme Court's consideration of the case in its next term.

Inquirer reporter Jan Schaffer was ordered jailed for six months by a U.S. District Court judge in Philadelphia. But incarceration was delayed until her appeal is heard Aug. 6 in the 3rd U.S. Circuit Court of Appeals, Philadelphia.

Defendants in the ABSCAM proceedings sought evidence of leaks to bolster their motions of dismissal based on prejudicial pre-indictment publicity.

The U.S. attorney in the case, Peter Vaira, previously testified that he telephoned Schaffer and alerted her to the breaking ABSCAM story. Schaffer told presstime she would not confirm or deny that because her testimony could lead to further questioning to corroborate statements of other people who may or may not be sources. And that could lead to indirect identification of confidential sources, she said.

"We just aren't going to play this game of process of elimination" so that the government can learn identities of sources, said Inquirer Executive Editor Gene Roberts.

After finding Schaffer in contempt, Judge John P. Fullam noted that no reporter could "properly be compelled, against his will, to reveal a confidential source." But, he contended, when a witness testifies about what he told a reporter, that reporter may be required to provide testimony that would at least corroborate or contradict that of the witness.

More than a half-dozen other reporters—from The Bulletin in Philadelphia, the Philadelphia Daily News, The New York Times, Newsday and NBC News—were subpoenaed to testify. At least one of them, Robert W. Greene, a Newsday editor, had taken the stand by press time. He testified about the accuracy of a quote and about conversations he had with an alleged ABSCAM undercover figure working for the FBI.

In the Boston case, WBZ-TV reporter William F. Roche Jr. refused to name sources for his report, televised Jan. 11, 1979, that a local judge abused the court system. The request for identities was made by the judge as part of a state Commission on Judicial Conduct probe.

Roche refused the request, claiming that naming sources would infringe on his "constitutionally based newsperson's privilege to maintain the confidentiality" of sources.

The Massachusetts Supreme Judicial Court subsequently cited Roche on June 9 for civil contempt and ordered him to jail. □

142 court closings logged since Gannett

The Reporters Committee for Freedom of the Press recorded 266 motions for closure in pre-indictment, pretrial, trial and post-trial proceedings in the year between the *Gannett* and *Richmond* decisions.

One hundred and forty-two of the motions were enforced or upheld on appeal; 110 were refused or withdrawn; and 14 were direct prior restraint orders on the media (in which judges prohibited reporting on parts or all of a proceeding).

The tally of open and closed proceedings follows:

- Pre-indictment proceedings: 15 open, 24 closed
- Pretrial proceedings: 75 open, 34 closed
- Trials: 14 open and 33 closed
- Post-trial proceedings: six open and five closed.

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Judge tells Gannett to return N.M. daily to original owner

With immediate appeals barred, the second phase of the trial over ownership of The New Mexican in Santa Fe, N.M., will begin Aug. 5 to determine how the daily newspaper could be returned to former owner Robert McKinney.

Gannett Co. Inc. was ordered to return the newspaper to McKinney by federal District Court Judge Santiago Campos June 30 after a jury found that Gannett had violated the terms of its 1976 purchase of the newspaper.

The 14-week trial was marked by conflicting testimony [presstime, May, page 63], and much more activity relating to the case is expected.

After Judge Campos denied Gannett the opportunity to appeal immediately—saying that resulting publicity could prejudice jurors in the next phase of the trial—Gannett attorney Alice Lucan said an appeal will be made at the conclusion of the upcoming proceedings.

McKinney filed suit against Gannett in December 1978, charging that the newspaper group violated contract terms which allowed him to retain control for five years after the sale. The immediate issues touching off the suit concerned the content of an editorial in The New Mexican and the authority to fire key personnel.

While the jury found that Gannett had breached the contract with McKinney, it dismissed a claim that Gannett committed fraud by entering the contract with the intention of violating it.

McKinney told presstime he was pleased with the judge's decision, but he would not comment further.

Gannett Chairman and President Allen H. Neuharth sharply criticized the judge's action, calling it "an outrageous decision based on politics and provincialism. The judge has overruled a jury which had decided unanimously that Gannett was innocent of any fraud or dishonesty. . . ."

Campos responded that Neuharth "heaps calumny upon me personally. . . . It is my fervent hope that these (remarks of Neuharth) do not reach the attention of jurors to the prejudice of Mr. McKinney, or, for that matter, Gannett." □

Court papers to be withheld

New rules that allow federal judges to exempt certain pretrial civil-suit court documents from being publicly filed were expected to become effective Aug. 1.

Only an act of Congress could block or delay the rules, and no bills were in the offing when Congress returned from recess July 21.

Because the documents often are the source of important story leads and background, ANPA objected to the changes in 1978 when they were proposed by the Judicial Conference of the United States. More recent opposition was heard from the American Society of Newspaper Editors and the Reporters Committee on Freedom of the Press.

Rep. Robert F. Drinan (Mass.), chairman of the House Criminal Justice Subcommittee where blocking legislation would have to originate, said some groups have "overreacted" to the rules change. "The whole point of the thing is to clear the filing cabinets and get rid of some of this burden of paperwork," he added.

Drinan, who will leave office at the end of this year, promised that his subcommittee will "monitor" how judges finally implement the rules "to make sure journalists can get what they want, as they can now."

The revised rule (5d of the Federal Rules of Civil Procedure) requires that "all papers after the (civil) complaint required to be served upon a party shall be filed with the court either before service or within a reasonable time thereafter, but the court may on motion of a party or on its own initiative order that depositions upon oral examination and interrogatories, requests for documents, requests for admission, and answers and responses thereto not be filed unless on order of the court or for use in the proceeding." □

Court briefs

The Consumer Product Safety Commission must let a company know when a **Freedom of Information Act request** concerning that company is filed. The agency also must give the company 30 days to comment on the proposed disclosure before the information is released and it must ensure that the information is fair and reasonably related to CPSC's purpose, the U.S. Supreme Court has affirmed.

The decision stemmed from a five-year-old case in which 13 television set manufacturers objected to CPSC's planned release of certain materials under the FOIA. They claimed CPSC did not follow those procedures, as Congress required when the agency was formed.

Justice William H. Rehnquist, writing for the unanimous court June 9, said FOIA and CPSC requirements are compatible and that FOIA releases are not exempt from agency requirements.

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The U.S. Supreme Court refused to review an appeal of the Sun in Las Vegas, Nev., contesting a lower court ruling that a string of common-ownership corporations did not violate **antitrust laws** by withdrawing advertising after an unfavorable Sun story.

The 9th U.S. Circuit Court of Appeals found the Sun's suit invalid because the corporations, mainly hotel-casinos owned by the late Howard Hughes, were run as a single economic unit and did not compete or claim to be competitors [presstime, January, page 16].

Sun President, Publisher and Editor Henry M. "Hank" Greenspun told presstime that the court's decision "is a bad one," but the casino advertising in question has been restored to the Sun in even greater quantity than previously.

•••

The U.S. Supreme Court ruled 5-4 July 2 that the federal Occupational Safety and Health Administration overstepped its bounds in 1978 by sharply tightening **workplace exposure limits** of the suspected carcinogen benzene.

Richard J. Warren, assistant publisher of the Bangor (Maine) Daily News and chairman of the ANPA Environmental Committee, said that, while the ruling is not expected to have any direct effect on the newspaper business, which does not use benzene, "it is hoped that the intentions of the ruling will be carried over in a positive manner to future regulations having a potential impact on the newspaper business." □

House Judiciary Committee sends criminal code bill to floor

The lengthy effort to rewrite the nation's federal criminal laws took a major step forward when the House Judiciary Committee July 2 approved HR 6915, the criminal code reform legislation it has been working on for 10 months.

This is the first time in the 12 years such legislation has been before the committee that a bill has been reported.

Before approving the bill on a vote of 20-11, the committee rejected an amendment supported by ANPA to delete a provision that could restrict public access to most conviction records.

Section 8123 of the bill provides for the sealing or destruction of federal and possibly state conviction records of all but "Class A" felonies. The amendment, by Rep. Thomas Kindness (Ohio), to strike the section from the bill was defeated 22-1.

ANPA, the National Newspaper Association and the American Society of Newspaper Editors had urged acceptance of the amendment in a letter to Committee Chairman Peter W. Rodino (N.J.) saying:

"Our groups appreciate the concern for rehabilitation of criminals, for which this provision apparently is designed. However, their rights are protected through existing laws prohibiting discrimination in such areas as employment and these rights will not be protected by merely rewriting history and denying the past has occurred.

"The principles of our society demand that the government be responsible to the people, but it can only be responsible to the extent that the people have a meaningful opportunity to review its action. When those who administer criminal justice are allowed to do so in secret, they no longer are accountable to the people."

ANPA Staff Attorney Douglas R. Watts said the House bill is comparable to the Senate version of the legislation in its provisions of interest to the press, with the exception of the sealing provision. Both bills, he said, are "better than existing law" from the press' standpoint.

The Senate Judiciary Committee approved S 1722 in December [presstime, January, page 16]. It is similar to a bill the Senate passed in the last Congress.

Spokesmen for the committee say both houses may consider the legislation late this month or in early September. □

Panel endorses bill on cross-ownership

The House Communications Subcommittee has approved a bill (HR 6228) that would bar the Federal Communications Commission from considering other media properties owned by a broadcast licensee as a factor in deciding whether to renew that firm's license.

The bill also would put into federal law existing FCC newspaper/broadcast cross-ownership regulations which bar future co-owned newspaper/broadcast combinations in the same market and call for divestiture of existing combinations in several "egregious" cases.

ANPA supported the provision of HR 6228 prohibiting consideration of other media ownership in renewal proceedings, but in a statement to the subcommittee prior to its July 1 note, the Association protested that a "statutory ban on newspaper ownership of local broadcast stations is not a necessary or desirable public policy." □

SBA newspaper loans topic of Senate hearing

A subcommittee of the Senate Select Committee on Small Business held a hearing July 24 on a bill that would allow the Small Business Administration to provide loans to newspapers.

The bill is S 2873, and a similar bill, HR 2725, is pending in the House.

At press time, ANPA was preparing a statement on the legislation. In past comments, the Association has voiced concern over the constitutional questions raised by government financial assistance to newspapers but has taken no firm position on the issue [presstime, October, page 12]. □

House committee approves bill on agents' disclosure

The House Select Committee on Intelligence July 25 approved the proposed Intelligence Identities Protection Act without deleting a section ANPA said could be used to prosecute the press.

The committee did, however, narrow the applicability of that section.

Under the section as approved, the only way persons who have never had authorized access to agents' names—the category under which members of the press would come—could be prosecuted for disclosing this information is if they were engaged in a direct effort to identify and expose covert agents.

If convicted under this section, persons would be liable for fines of up to $15,000 and/or three years in jail.

In a July 22 letter to Committee Chairman Edward P. Boland (Mass.), ANPA Executive Vice President and General Manager Jerry W. Friedheim said that aside from its "questionable constitutionality," this section of the bill would "unnecessarily tempt government officials, angered by news reports and frustrated by an inability to locate an information source, to prosecute a newspaper, either in an attempt to discover the source or simply to harass the newspaper."

"ANPA realizes the importance of keeping secret the identities of U.S. foreign agents," Friedheim said. "In our view, the proper way to safeguard all government secrets is through wise classification and declassification of information, careful selection of those authorized to handle classified information and prosecution of authorized officials who violate that trust. Prosecution of others raises questions of constitutionality."

The bill now goes to the House Judiciary Committee for consideration. □

Lobby bill apparently dead

Legislation to increase public-disclosure requirements of organizations that lobby Congress (S 1564) apparently died for this Congress when the Senate Governmental Affairs Committee July 22 was unable to reach agreement on it. □

FCC wants to split local broadcast/cable firms

The Federal Communications Commission has issued a proposed rule which would require the breakup of commonly owned broadcast television stations and cable television systems in the same service area.

Affected would be television properties in 25 markets, including three in which there is some measure of newspaper cross-ownership.

The commission's June 25 proposal, in effect, is a return to its 1970 cross-ownership rules requiring divestiture of co-located cable/broadcast combinations. That requirement was never fully implemented, and in 1975 the commission amended its rules to require divestiture only in "egregious" cases—the same standard it applies to existing co-located newspaper/broadcast combinations.

The commission now proposes to move away from that standard for cable/broadcast television combinations because, it said, "the conflicts of economic interests may be sharper in the cable/broadcast television area and because the commission has regulatory responsibilities with respect to both halves of the combination."

The television station, location of the cable system and newspaper publishing interest involved in the three markets are:

- KRON-TV, San Francisco; Concord, San Mateo County and South San Francisco, Calif.; The Chronicle Publishing Co., publisher of the San Francisco Chronicle
- KTAL-TV, Texarkana, Texas; Hope and Prescott, Ark., and Longview, Texas; Camden News Publishing Co., publisher of the Camden (Ark.) News, and Texarkana Newspapers Inc.
- KUTV, Salt Lake City; Salt Lake City; The Standard Corp., publisher of the Ogden (Utah) Standard Examiner.

Comments on the proposal will be accepted by the FCC until Oct. 6. □

ANPA/RI issues guidelines on EPA form

ANPA Research Institute environmental specialists have developed guidelines for newspapers to follow in completing the Environmental Protection Agency's form, "Notification of Hazardous Waste Activity," due Aug. 18 [presstime, July, page 62].

They say that although most of the solid wastes generated by newspapers (principally pressroom residue) are "manufacturing process wastes" generally not classified as hazardous, one "qualification" may make some of that waste "hazardous" by EPA standards.

This qualification establishes four characteristics of "hazardous" manufacturing wastes: ignitability, corrosivity, reactivity and toxicity.

The specialists say two of these characteristics could apply to solid waste generated by some newspapers: ignitability, because of certain solvents used in some pressrooms and the potential for their mixture with waste ink; and corrosivity in the rare case of newspapers still using stereotype plates and the engraving process without neutralizing spent acid baths.

The specialists point out that only companies generating more than 1,000 kilograms (2,200 pounds or the equivalent of about five, 55-gallon drums of waste ink and solvent) of hazardous waste in a month have to file the form. Those generating less are eligible for a "small quantity generator" exemption.

For more information, contact Richard Neergaard, assistant environmental coordinator, at ANPA/RI in Easton, Pa. □

Aides answer Civiletti on Chattanooga

Responding to questions asked by Attorney General Benjamin R. Civiletti [presstime, July, page 22], the Antitrust Division of the U.S. Justice Department July 1 said The Chattanooga (Tenn.) Times is a failing newspaper and approval of a joint operating agreement with the News-Free Press would fulfill the purpose of the Newspaper Preservation Act.

That act allows the attorney general to give newspapers a limited antitrust exemption for a joint operating agreement if one of the papers is in probable danger of financial failure and, if by doing so, two independent editorial voices would be preserved for a community.

But the division continued to insist that Civiletti lacks the authority under the act to approve the Chattanooga agreement because on May 12 the newspapers, without Justice Department approval, combined production operations.

The division July 1 held out the possibility of some accommodation when it told Civiletti he still could approve an exemption for those joint operating activities planned by the newspapers but not yet put into effect. □

ANPA opposes OSHA proposal to inspect without prior notice

A proposed new federal regulation that would allow the Occupational Safety and Health Administration [presstime, July, page 23] to obtain a search warrant to inspect a company's premises without notice has been opposed by ANPA because of possible First Amendment implications for newspapers.

"ANPA is vigorously opposed to the issuance of all search warrants which purport to authorize surprise searches of newspapers' premises, insofar as the surprise search may extend to areas in which reportorial and editorial activities are being carried on," Executive Vice President and General Manager Jerry W. Friedheim wrote OSHA on July 21.

OSHA says that because of gaps in its regulations, courts have disallowed warrants without prior notification. □

Ration plan should aid all newspaper delivery vehicles

The priority status given newspaper distribution in the President's standby gasoline rationing plan [presstime, July, page 22] is expected to apply to vehicles used in newspaper distribution regardless of ownership, according to ANPA Manager/Government Affairs Martin Casey.

At press time, it appeared unlikely that Congress would reject the plan prior to the July 30 deadline. □

NIOSH: Another dish of federal alphabet soup for newspapers

By L. Peyton Hendricks

The National Institute for Occupational Safety and Health is probing health and safety aspects of computer video display terminals as they are used in commercial applications. The institute has conducted at least one study of newspaper VDTs and might examine others in the future.

As a result, newspaper executives should know more about this agency, its composition, its functions and the scope of its authority.

NIOSH is the scientific advisory body of the Occupational Safety and Health Administration. Created in 1971 by the Occupational Safety and Health Act, it is organized under the Department of Health and Human Services (formerly Health, Education and Welfare). Headquartered in Rockville, Md., NIOSH has 10 regional offices and a biomedical research facility in Cincinnati.

Most of NIOSH's activity involves research aimed at the development of health and safety "criteria" documents which outline known or suspected health hazards, recommended environmental exposure limits, monitoring methods and engineering and other controls. These documents do not have the force of law, but they may be incorporated into OSHA's safety and health standards which do. Also, industry and labor study the documents for guidance in the control of safety and health hazards before the recommendations are incorporated into formal standards.

NIOSH generally conducts workplace investigations as part of an ongoing study of a suspected safety or health hazard, or in response to a specific "health hazard evaluation" request which may originate with an employer, employee or union.

Federal regulations allow NIOSH representatives to enter workplaces to investigate "pertinent" work processes and to conduct medical and anthropometric testing related to the health hazard evaluation or investigation being conducted. Employees must grant "informed consent" for such testing, however. NIOSH visits must be made during regular work hours and in a "reasonable" manner.

The institute will give advance notice of a pending visit, to both the employer and to any local union, unless in the judgement of NIOSH officials, advance notice would be detrimental to the study.

Upon arrival, NIOSH representatives must present their credentials and explain the nature of the study. They also must specify what records they wish to review. According to regulations, employers must provide space for NIOSH representatives to conduct their studies, if it is reasonably available.

Post-investigation procedures require NIOSH, after conducting a study or investigation in response to a request for a "health hazard evaluation," to post its conclusions for 30 days near the employees' workplace. Or, at the employer's option, reports can be mailed to employees.

When conducting a study for development of a criteria document, scientific journal or similar purpose, the NIOSH representatives must prepare a preliminary report and mail it to the employer to review for trade secret information or technical inaccuracies. A final report then can be mailed to third parties—such as state agencies or a union.

"In certain instances," the regulations state, an investigative report will not be prepared. Instead, NIOSH representatives, the employer and participants in a work-site visit will hold a post-investigation conference to discuss findings and recommendations.

There is little judicial guidance available to an employer who may not wish to participate in a NIOSH study. Lower federal court cases, decided after the enactment of the Occupational Safety and Health Act, generally upheld the right of NIOSH to enter workplaces to conduct investigations. These decisions, however, predated the U.S. Supreme Court's 1978 decision in *Marshall's v. Barlow's, Inc.* that OSHA may not enter a workplace over the employer's protests without securing a warrant from a federal judicial officer based on a showing of "administrative probable cause" [presstime, July, page 23]. What effect the *Barlow's* decision might have on NIOSH apparently has not been the subject of litigation, although NIOSH presumably could seek court enforcement of the regulations if refused admittance to a workplace. The dimensions of this issue would have to be the subject of discussions with a newspaper's local counsel. □

Hendricks is an ANPA staff attorney.

NIOSH considers rest intervals for VDT workers

The National Institute for Occupational Safety and Health is considering "tentative" recommendations that operators of video display terminals receive mandatory work-rest breaks of at least 15 minutes every two hours when working under "moderate visual demands" and 10 minutes every hour under "high" visual demands.

The recommendations were included in a June 26 briefing statement to participants in the San Francisco Bay area study of VDTs [presstime, June, page 43].

For its final report on the study, NIOSH also is considering the recommendation that visual testing of VDT operators include initial opthamologic examinations and yearly checks thereafter.

In a related action, delegates to The Newspaper Guild's June 23-27 convention in Toronto expanded the union's collective bargaining program to call for rest breaks of 15 minutes after one hour, or 30 minutes after two hours, of continuous work on a VDT.

The delegates also approved a recommendation that employees operating VDTs within the final two hours of their shift be free from VDT work for a half hour before the end of the shift so their eyes can readjust.

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UNESCO to move into 'action' phase

By Leonard R. Sussman

Fear kept some newsmen away from an inter-American journalists' union conference in Costa Rica in July. They did not risk returning to their terror-ridden countries after a free-speaking meeting on news media problems.

The state of journalistic comrades was never absent from the discussion. Two newsmen had just been assassinated in Guatemala; two more the previous week in El Salvador. A Honduran reporter grimly told of fleeing after his parents and nephew were tortured and killed days earlier. The leading Paraguayan columnist, scheduled to speak in San Jose, was in prison in Asuncion for criticizing officials. (He had visited Freedom House in New York just before returning home to face charges.) A brilliant Peruvian satirist, now editing a daily, showed me burn scars on his arm, marks of official displeasure some years ago.

Journalism has become a dangerous profession. Consequently, news available to citizens of the Third World is often distorted most by the actions of their own governments. Yet . . .

It will soon be UNESCO-biennial time again. At Belgrade, Yugoslavia, on Sept. 25, the clan reassembles at the general conference to renew a decade-old rite: jump the Western news media. This time with a difference. For the next three years, says Director-General Amadou-Mahtar M'Bow, UNESCO will convert "thought" into "action" [presstime, July, page 28].

In the past, delegates from 145 countries have debated draft declarations on the "tasks," "uses" and governmentally assigned objectives of the mass news media. "States," said the Soviet-inspired 1976 draft, "are responsible for the activities in the international sphere of all mass media under their jurisdiction."

That "thought" was defeated; but in 1978, another declaration supporting both the free flow and the better balancing of information was approved. Along the way, through scores of international conferences and extensive intergovernmental negotiations, the complaints of the developing countries against the world-news media have produced a detailed litany:

- Western journalism is said to be Euro-American-oriented in style and content. Such news is regarded as a commodity, not a social service committed to national—particularly economic-development—objectives.
- When reported about at all, Third World countries are portrayed as corrupt, frivolous or disaster scenes.
- Modern communications technology is said steadily to deepen the problems. The four major world-news services—Associated Press, United Press International, Reuters and Agence France-Presse—are charged with dominating small-country news by sheer speed, volume and breadth of coverage. These large services set the world's news agenda, it is charged, and Third World-development news gets short shrift. Developing countries, therefore, need significant transfers of communication technology not only to bolster their domestic economies—said to depend in part on information-development—but also to secure greater access to news media in the developed nations.

Concentration at UNESCO on media declarations—on "thought" —seems therefore to have passed. The Belgrade biennial will focus on "action," producing movement toward a new world information and communication order.

An elaborate plan for a new order was submitted by several Third World activists to UNESCO's International Commission for the Study of Communication Problems, the so-called MacBride commission [presstime, May, page 49]. The activists' plan, though not accepted by the commission, doubtless will accompany the commission's report to the biennial. So will MacBride's own formal plea—rejected by the commission—for international protection of journalists linked to their accepting certain "responsibilities."

The commission opposed censorship and recognized the world's political and journalistic diversity. But consensual logrolling also produced ambiguous declarations and downright threats to independent journalists. "Communication is a basic individual right as well as a collective one required by all communities and nations," the commission concluded. The collective right is the basis on which some governments now justify full control of the news media in the interest of serving "the people." The collective right also supports demands that news services must grant governments the right to reply to reports which officials deem incorrect or even inadequate.

Concentration at UNESCO on media declarations—on 'thought'—seems to have passed. The Belgrade biennial will focus on 'action,' producing movement toward a new world information and communication order.

The commission's report favored "noncommercial forms of mass communication," urged reducing the "negative effects" of "market and commercial considerations" on news flow, and questioned the role of advertising, and the concentration of media ownership.

Perhaps the commission's most important "action" proposal would create a major communication study center at UNESCO. It would provide wide-ranging institutionalized examinations of media issues.

That proposal also reflects the compromises forged in 1976 and 1978 after intensive debates of "thought" declarations. These compromises, in turn, reflect the diversity of the delegates. There are:

- The Marxist-Leninist bloc and the harsh authoritarians in the Third World who favor government-controlled journalism

Sussman is executive director of Freedom House, a national, voluntary organization devoted to strengthening free institutions around the world.

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• Third World regimes which support governmentally guided news media in their own countries and pressures on world-news services to produce more favorable economic development news

• Democratic developing countries which value the free flow of news, yet are displeased with the present content of Western journalism.

The minority of Western-oriented states managed for 10 years to ward off the most virulent ideological attacks on the news media by patient negotiations and, lately, rather specific promises.

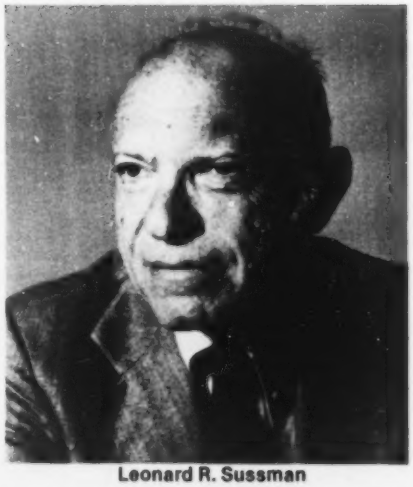
The United States makes clear, of course, that the First Amendment prevents this government from committing American journalists to *anything*. Yet media groups, mainly through the World Press Freedom Committee, have provided some funds for journalist training and technology transfers in the Third World. That is just a beginning.

Meanwhile, M'Bow has submitted a nearly $1 billion budget for the next three years at UNESCO. Of this, some $20 million would be spent to examine communication problems. "The promotion of a free and balanced flow of information" would get a major part of $3,757,000 assigned to the "process and role of communication."

Budgets written in UNESCO jargon are difficult to analyze. Clearly, though, a new media-monitoring center could apply year-round academic and research skills to domestic and international journalism; protection of journalists could be accompanied by government-approved licensing of newspersons, creation of a journalistic code of ethics, monitoring of dispatches and penalties for breaches of the code; and a government enforced "right to reply" could be posed for individuals and governments.

If the past is a guide, many of the proposed studies will be undertaken by consultants firmly opposed to the present flow of information, suspicious of free access to diverse information sources, and coming from countries that prohibit or limit the free expression and publication of non-official as well as official views.

The regimes which favor governmental control will soon have a vast, new array of studies and recommendations from which to fashion authoritarian approaches to domestic and international communication.



Leonard R. Sussman

There also will be a body of research prepared by Western scholars. Such data are likely to provide evidence refuting now commonly held reasons for the imbalance of news flowing between the developing and developed worlds. Such empirical studies are likely to have far less impact in the practical arena of international journalism than other research efforts to produce procedural and content changes in the news media.

Where does that leave American delegates to the Belgrade biennial?

They have a difficult task. After promising for four years that significant technology transfers would be made, little has been done, and the 1981 U.S. budget provides no greater hope. The Congress might still be pressured into opening the coffers, but in an election year Third World media pleas will have little influence.

At this biennial, where actions may count more than declarative thoughts, the Western countries that value press freedom will be expected to provide movement toward significant communication-technology transfers to the developing nations. Failing that, Third World activists could readily carry the day as never before.

That could mean inserting ideological "thoughts" extending government controls over news media as a universal standard. That, after all, is what the Marxist bloc and many Third World authoritarians have wanted all along. □

$250-million cut for postal asked

The House was expected to consider in late July a House Budget Committee recommendation that $250 million be cut from U.S. Postal Service subsidies for the next fiscal year—an amount Postmaster General William F. Bolger says will make it possible for six-day mail delivery to be maintained [presstime, July, page 26].

Meanwhile, the Senate is scheduled to consider early this month a Senate Budget Committee recommendation made in June that $500 million be cut from postal subsidies.

However, Sen. Lawton Chiles (Fla.), chairman of the Senate Treasury, Postal Service and General Government Subcommittee, is expected to encourage the Senate to appropriate enough money to ensure continuation of six-day delivery. □

USPS board votes end to free 'red tag' handling

The U.S. Postal Service Board of Governors has ruled that newspapers and other second-class publications no longer will receive free expedited mail handling—so called "red tag" treatment—historically accorded timely publications [presstime, June, page 13].

Regular-rate publications, according to the order, must pay 1.2 cents per piece for the special handling in addition to the normal second-class rate.

The board still must decide when new rates will become effective, as well as other details of implementation. □

Bolger to probe reports USPS faulted papers

Postmaster General William F. Bolger promised the National Newspaper Association that he will investigate allegations that postal officials "denigrated the advertising capabilities of newspapers" while promoting use of third-class mail among advertisers.

NNA Executive Vice President William G. Mullen had written to Bolger citing two incidents in which the alleged comments by postal officials were made.

NNA officials are scheduled to discuss the matter Aug. 7 with Frank Biglin, senior assistant postmaster general. □

Telecommunications deregulation moves

By C. David Rambo
presstime staff writer

The House Committee on Interstate and Foreign Commerce July 23 began review of HR 6121, the controversial revision of the 1934 Communications Act.

The legislation could pave the way for large telecommunications firms to enter the emerging computerized home-information field in ways many newspaper executives say threaten unfair competition and raise serious public policy questions.

HR 6121 and the Senate version, S 2827, authorize large telecommunications firms—chiefly AT&T—to enter the home information market to the point of selecting, editing and delivering news to subscribers [presstime, July, page 44].

Awaiting key legislators who returned from recess July 21 to decide the fate of the bills was an amendment proposed by ANPA to protect the interests of the newspaper business and the public.

Specifically, the amendment would prohibit phone companies from producing and providing—on their own lines—any information other than the time, weather and phone directory listings.

The ban would apply to information services provided by any local telephone company over that company's own facilities and would apply to dominant companies, such as AT&T and GTE, regardless of the facilities used.

On July 25, Rep. Timothy E. Wirth (Colo.), a member of the House committee, announced that he would introduce an amendment similar to the ANPA proposal.

ANPA Chairman and President Katharine Graham July 8 transmitted the ANPA-proposed amendment to House and Senate committee chairmen Harley O. Staggers (W.Va.) and Howard W. Cannon (Nev.), respectively, and noted in the accompanying letter that, without the amendment, the bills "would allow common carriers to influence and potentially to produce and to control the content of information carried over their facilities.

"Therefore, it is essential that adequate safeguards be established to protect againt any telephone company using its monopoly power to dominate future provisions of information services."

Letters detailing ANPA's proposal were sent to all ANPA members and members of the House and Senate Commerce committees. ANPA officials also visited legislators and key aides to discuss the need for the amendment.

In addition, ANPA representatives met with officials of top communications firms—including AT&T—to explain the Association's position on the legislation.

Little of this activity would have been possible, however, had not the sudden and unexpected spurt toward congressional consideration of the legislation been braked early in the summer.

The Senate committee had been scheduled to consider the communications bill June 22; the House committee, July 2. Both were postponed. ANPA had asked for delay so that action on such "complex and controversial" bills was not taken too hastily.

Joining ANPA in efforts to obtain an opportunity for further comment was the American Society of Newspaper Editors. "We sincerely believe that additional study of this important piece of legislation is required to insure to the American public that competition and diversification of information choices are indeed available to them," ASNE President Thomas Winship wrote July 16 to Staggers. Winship, editor of The Boston

ANPA names 'SAT-FAX' representatives; meetings set to plan test system specs

Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc. and chairman of the ANPA Telecommunications Committee, has been named chairman of the Joint Steering Committee for the satellite advertising facsimile project, or "SAT-FAX."

SAT-FAX is a joint newspaper endeavor to develop a test system for transmitting national advertising facsimile via satellite [presstime, July, page 44].

ANPA Chairman and President Katharine Graham also appointed the following as ANPA representatives to the committee: Stanton R. Cook, president and chief executive officer of the Chicago Tribune Co.; ANPA Vice Chairman William C. Marcil, publisher of The Forum, Fargo, N.D.; and Donald F. Wright, president and chief operating officer of Newsday.

Graham, chairman of the board of The Washington Post Co., and ANPA Executive Vice President and General Manager Jerry W. Friedheim also will serve on the panel.

In addition, Graham named Charles H. Everill, corporate vice president and president/national group of Harte-Hanks Communications Inc., to head the SAT-FAX Project Management Group. Other initial ANPA appointees on that panel are David L. Bowen, vice president and director of communications of the Associated Press; James F. Darr, vice president of system development of United Press International; William L. Dunn, vice president and general manager of Dow Jones & Co. Inc.; Uzal H. Martz Jr., president, publisher and treasurer of the Pottsville (Pa.) Republican; and Walter E. Mattson, president of The New York Times Co.

The Newspaper Advertising Bureau, the Institute of Newspaper Controllers and Finance Officers, the Association of Newspaper Classified Advertising Managers and the International Newspaper Advertising Executives also are in the process of appointing their representatives to these committees.

The first steps of the Joint Steering Committee and the Project Management Group will be to develop specifications for an actual test system and to plan a test which might begin later this year or in early 1981.

Project Management Group meetings are scheduled tentatively for Aug. 5 and 25, and the Joint Steering Committee tentatively plans to meet when the NAB Board of Directors convenes Sept. 14-18 in Williamsburg, Va. □

ahead

Globe, also wrote to Cannon to request deferred markup on the Senate bill.

In a related development, Rep. Peter W. Rodino Jr. (N.J.), chairman of the House Judiciary Committee, July 21 urged Congress to delay restructure of AT&T as called for in the proposed legislation until a pending government antitrust suit against the Bell System is resolved.

Rodino said passage of the legislation might jeopardize the government's case. The Justice Department, however, has said the legislation would not interfere with the suit.

In her July 8 letter to all ANPA members, Graham, chairman of the board of The Washington Post Co., noted that "AT&T owns the lines that carry today's telephone service and will carry tomorrow's videotex and data retrieval into 81 percent of the homes in America. For AT&T to both own the lines that carry information—and supply the information as well—raises some disturbing public interest questions.

"One of this country's proudest First Amendment traditions has been its enormous diversity of media voices," Graham continued. "The possibility of one giant corporation becoming the information supplier—an increasingly dominant information supplier—to four out of five American households strikes many of us as profoundly troubling."

Another concern, she said, is that "this new information giant" could "siphon off" so much revenue from some newspapers that it could endanger their economic viability and, therefore, their strength.

"Think for a moment about what it would be like to have the telephone company competing with your company in supplying information electronically to homes," Graham said. "Keep in mind that it owns the transmission facilities. Thus, the phone company would not only be originating the information it supplied. It would be in a position to control both the transmission—and possibly the processing—of the information *you* would be supplying over its lines." □

Most pretrial hearings must be open, W.Va. Supreme Court rules unanimously

The West Virginia Supreme Court of Appeals has ruled that criminal pretrial hearings must remain open to the public and press unless there is "a showing of widespread adverse publicity."

And even when there is adverse publicity, the court said, there must be a "clear likelihood" of "irreparable damage" to the defendant's right to a fair trial before a hearing can be closed.

The court, in a unanimous decision June 10, overturned a Hardy County circuit judge's decision to close a preliminary hearing in a murder case. It based its decision on two provisions of the West Virginia Constitution which the court interpreted as conferring "an independent right" of the public and press to attend criminal proceedings.

Objection to the county court closure had been filed by the Herald-Mail Co. of Hagerstown, Md., publisher of The Morning Herald and The Daily Mail which circulate in West Virginia. □

N.J. Legislature to receive statewide recycling plan

The New Jersey Governor's Advisory Council on Recycling said it plans to propose to the state legislature by mid-September a statewide recycling plan, including voluntary newspaper recycling.

Curbside pickup and local collection centers are contemplated. The plan is designed to increase recycling of paper, glass and cans from 7 percent to 20 percent of total municipal solid waste.

This would represent an increase from 400,000 tons in 1979 to 1.3 million tons in 1985.

The draft plan was the subject of public hearings in July.

A mandatory regional newsprint recycling program began earlier this year in Monmouth County, N.J. [presstime, May, page 61]. □

'Fair comment' defense restored in 3 provinces

Alberta, Ontario and New Brunswick have become the first Canadian provinces to amend their libel and slander acts to restore a "fair comment" defense for newspapers in libel suits stemming from content of letters to the editor.

The actions came after what many newspapers felt was a striking down of such a defense in 1978 by the Supreme Court of Canada [presstime, July, page 25]. Other provinces also are considering legislation to restore the provision. □

Illinois daily gets extension in $9.2 million libel case

A Madison County, Ill., circuit judge July 18 granted the Alton Telegraph an extension until Oct. 30 to file post-trial motions in a case resulting in a $9.2-million libel judgment [presstime, July, page 27], according to the newspaper's attorney, William Cox.

Filing deadline originally had been set for Aug. 1. □

Maryland chief judge proposes 'truth squad'

The chief judge of Maryland's highest court has asked the Maryland Bar Association to organize a "truth squad," a committee that would "point out" to the media inaccuracies in commentary on state judges.

"It would serve as something really to backstop, in effect, those very few—and let me underscore that 'very few'—journalists who have no respect for facts," explained Judge Robert C. Murphy.

The Maryland Bar has not yet responded to the proposal. □

Paper/cable divestiture delayed by Conn. judge

The deadline by which the Times Mirror Co. must comply with a Connecticut regulatory agency's order to sell either The Hartford Courant or two cable television franchises has been put off.

Hartford Superior Court Judge David M. Borden June 30 stayed the divestiture order for one year after Times Mirror has exhausted all avenues of appeal. The deadline had been April 1, 1981 [presstime, May, page 30]. □

Punch Sulzberger: Newspapers face a confused future

Arthur Ochs Sulzberger

By C. David Rambo
presstime staff writer

(Editor's note: This is the last in a series of profiles on new ANPA directors elected at the Convention in April.)

Newspapers have "a rather confused future" in store with the advent of computer home-information systems and other technological developments. "It's too early to decide what is going to be the wave of the future, which way it's going to go," says Arthur Ochs Sulzberger.

But "if they produce a fine editorial product," newspaper executives needn't worry, adds the publisher of The New York Times and chairman of the board of The New York Times Co. "If our newspapers are good, we will continue to maintain our readership. The printed word will be our salvation."

Sulzberger warns, however, that some newspapers' decreasing household penetration—a symptom absent from the Times—could suggest that "maybe newspapers aren't quite as good as they should be." He admonishes publishers to "devote more time and more talent to the selection of the material they put in their newspapers."

The 54-year-old newspaper executive was named publisher in 1963 by his father, Arthur Hays Sulzberger. In becoming, at age 37, the youngest Times publisher ever, he carried on his family's long leadership of the Times, dating back to 1896 when his grandfather, Adolph S. Ochs, acquired the paper. (It also was his grandfather, Sulzberger says, who affectionately gave him his nickname, "Punch," to go with his third sister's name, Judy.)

Sulzberger, a New York City native, received a liberal arts education from Columbia University "surrounded by tours of duty in the Marines, the first one (World War II) voluntary, the second one not quite so voluntary"—a 17-month tour in 1951-52 in the Korean War.

Then he was off to The Milwaukee Journal as a reporter for a year before assuming the post of Times foreign correspondent until 1955. Sulzberger was named assistant publisher in April 1956, assistant treasurer in 1957, president and publisher in 1963 and board chairman in 1973.

Addressing other issues now facing the business, Sulzberger says that maintaining and increasing newspapers' share of national advertising is a continuing concern, especially as newspapers try to ward off increasing competitive pressures. "Everybody is looking for a better way to get their message out," whether through another print form or another medium such as cable TV or home computer, he observes.

The Times publisher says while some recent court decisions have favored the press, newspapers "have a continuing battle on our hands. It's not something we can relax with."

Sulzberger is married and has four children. □

Margaret Hamilton: Placing emphasis on smaller papers

Margaret L. Hamilton

Medium- and small-size newspapers in many ways are different from their big-city counterparts. "We really provide a different product," says Margaret L. Hamilton, executive vice president of Thomson Newspapers, which specializes in publishing papers of 30,000-and-under circulation.

And, she says, publishers of hometown newspapers have a particular obligation to ensure that each one is "community-oriented. . . . It must have its own strength and its own character, its own identity."

Hamilton backs her advice with the wisdom of experience, having served as associate publisher and general manager of the Evening Reporter (now the Daily Reporter) in her home town of Galt, Ontario. She had worked her way up to that position after joining the paper in a combined editorial-business capacity upon graduation from high school.

Although Hamilton is not a university graduate—a credential almost taken for granted among executives in her echelon—she ascended the corporate ladder of Thomson Newspapers to become executive assistant to its managing director from 1955-69; vice president, assistant to the managing editor from 1969-1975; senior vice president of the firms until 1978; and executive vice president since 1979.

The part of the worldwide Thomson organization she heads—not corporately related to Thomson publications overseas—is North America's largest newspaper group with "125 (newspapers), give or take a paper." Total circulation of these dailies and weeklies is about 2.5 million. Accounting for about 800,000 of this aggregate are the F.P. Publications Ltd. newspapers which Thomson acquired earlier this year [presstime, February, page 51], including The Globe and Mail of Toronto.

Hamilton's talents extend beyond the business world. She notes on a biographical sheet that she has an interest in music but modestly omits the fact that she is a former concert singer—something she was unable to continue with the rigors of running one of the world's biggest newspaper companies. She remains active in church singing, however.

Hamilton says she accepted nomination to the ANPA Board of Directors because of her concern for smaller newspapers, "to be very sure that in the process of meeting the needs of some of the more glamorous aspects of newspapers" the more mundane but no less important problems also are dealt with.

Hamilton is single and lives in Toronto. □

Can newspapers fill vacuum left by magazines' decline?

By Charles B. Seib

Hard by the ocean shore in Spruce Head, Maine, there squats a second-hand bookstore I can't resist. It houses a multitude of tattered treasures, but the shelves I visit most are the ones bearing bound copies of old magazines—Harper's, the Atlantic, Century and the like. Seduced by the rich and varied diet these musty relics once put before their original readers and now put before me, I have even been known to buy a few.

I have one such purchase in front of me now. It is the Atlantic Monthly—"A Magazine of Literature, Art, and Politics"—for July through December 1863. A quick run through the table of contents will show you what I mean.

Charles B. Seib

Remember "The Man Without a Country" by Edward Everett Hale? If you are of my aging generation you do; it was required grade school reading. There it is, first seeing light of day in the December issue. Nathaniel Hawthorne is in this volume too, several times, as are F. Parkman, O.W. Holmes and F.B. Harte, to identify them as they are listed in the table of contents (the articles themselves are unsigned). The poets in these six issues include H.W. Longfellow, R.W. Emerson and John G. Whittier. Prof. Louis Agassiz instructs with a series of articles on glaciers and the geological ages.

Louisa May Alcott is represented by a pair of stories and a poignant poem, "Thoreau's Flute," in memory of Henry David Thoreau, who had died the year before. And Thoreau himself is there, posthumously, with his famous "Life Without Principle" in October and "Night and Moonlight" in November.

I was prompted to turn again to this old book by the announcement that Harper's magazine was suspending publication. Until its last-minute rescue by two foundations, Harper's was doomed to join the long line of general circulation magazines that have bitten the dust. Of the small band of survivors, only Harper's and the Atlantic still attempt to follow the old eclectic pattern, and the Atlantic's future depends on the interest and largess of the real estate developer who recently bought it.

The trend now—more of a giant wave than a trend, really—is to the special interest magazines. Are you a jogger? There's a magazine for you and probably several. Interested in wooden boats? There's a beauty for you. Or if you want mental pabulum about people you wish you knew, there are—what else?—People and its clone, Us. But the periodical market for thoughtful comment, intelligent fiction, instructional series, sheer elegant expression is about gone. True, the New Yorker thrives, but its very loneliness up there on the summit conveys the message.

So what does all this have to do with the news business? Not much, but it does inspire a probably quixotic thought: Might there be some way—some small way—that newspapers could relieve the vacuum left by the decline of the general circulation magazines? Or to put it more constructively, are newspapers missing a bet in not opening their columns more generously to the wealth of non-journalistic writing talent that now has so few outlets?

Some papers have made steps in this direction by welcoming non-journalists to their op ed pages and Sunday think sections. The New York Times is both the bellwether and best example of this, although it sometimes seems as though politicians and Harvard professors have the inside track there.

Recently, while being interviewed by Bill Moyers, Carlos Fuentes, the Mexican writer, made this comment: "I think no country in the world, but absolutely no country in the world, has a greater concentration of brilliant minds, resources, libraries, archives, than the United States in that little corridor that goes from Washington, D.C., to Boston. . . . I sometimes say, 'Why? Why doesn't the knowledge accumulated there filter up or down, whatever way it is, to policy makers in this country?' "

The discussion slid off in another direction, but his question stuck in my mind. And with it another: Might part of the problem be a constipation of communication, and, more to the point, might newspapers do more to make our intellectual resources, not just in the Boston-Washington corridor but nationwide, more available to both the policy maker and the public?

Going a step further, could the syndicates undertake to serve as clearing houses for thoughtful material that is *not* by George Will or David Broder? Would there be enough customers to make it worthwhile?

I can hear one of those hard-selling syndicate men who used to visit me snort and say, "That's been tried and it doesn't work. Editors aren't interested in one-shot pieces or long pieces or pieces that stretch their readers' minds. They want regularity and familiarity and the 750-word format."

That may be so. It also may be, as Henry Fairlie suggested in The Washington Post recently, that people simply can't read anymore. He wasn't talking about being able to recognize printed words but about reading in the real sense—"the ability and willingness of intelligent and supposedly well-educated persons to follow a sustained argument in consecutive sentences over an extended number of pages."

I am sure the day is gone forever when readers were willing to spend their time on 18 pages of fairly small type while Hawthorne explored the subject of "Civic Banquets" (although it is a delightful essay). Those were more leisurely times, and the idiot tube wasn't beckoning from across the room.

But still . . . well, as I said, it was probably a quixotic thought. Last month I quoted Walter Lippmann's warning against expecting newspapers to carry the whole burden of popular sovereignty. It probably is equally unrealistic and unfair to ask them to expand their intellectual burden beyond traditional limits. □

Seib, former ombudsman for The Washington Post, is a regular contributor to presstime.

1st Amendment Congress becoming permanent

Begun as a two-shot gathering aimed at increasing public awareness of the First Amendment, the First Amendment Congress is taking on an air of permanency.

The 12 sponsoring organizations (including ANPA Foundation) of the Williamsburg, Va., congresses [presstime, April, 24] decided in a July 11 meeting to adopt bylaws and to elect officers for an ongoing First Amendment Congress program.

The bylaws state that the purpose of the congress is "to enhance the education of all Americans to the intrinsic value of freedom of expression in our democratic society."

At their meeting in Chicago, representatives of the sponsoring groups compiled a lengthy agenda of activities for the immediate future, including the following projects:

- One or more educational films will be developed from the video coverage of the two 1980 congresses.
- A report of the resolutions of the Williamsburg congress will be distributed to a diverse group of public officials, including all members of the U.S. Congress.
- Guidelines on running state and local congresses will be sent to various groups which, it is hoped, will sponsor 25 or more congresses in the next six months.

Jean Otto

- A "think-tank" conference will consider the implications changing media technology and new governmental regulations have for First Amendment rights.
- The First Amendment Congress will publish a newsletter describing First Amendment activities of local, state and national groups.

Longer range plans include a national public relations campaign.

The Congress now has $63,000 in contributions with which to conduct selected projects and more money will be sought.

A board of trustees was formed of representatives from each of the 12 sponsoring organizations. Besides the Foundation, they are: Associated Press Managing Editors, American Society of Newspaper Editors, National Association of Broadcasters, National Broadcast Editorial Association, National Conference of Editorial Writers, National Newspaper Association, Radio-Television News Directors Association, Reporters Committee for Freedom of the Press, Society of Professional Journalists, Sigma Delta Chi, Associated Press and United Press International.

Officers elected were: SPJ,SDX President Jean Otto of The Milwaukee Journal, chairman; Paul M. Davis of WCIA-TV, Champaign, Ill., and president of the Radio-Television News Directors Association, vice chairman; Judith D. Hines, vice president and director of ANPA Foundation, secretary; and Robert K. Kieckhefer, Chicago bureau manager/Illinois news editor of UPI, treasurer. □

Studies cite dearth of economic coverage

Two recent independent studies have lambasted the media for a lack of adequate reporting on economic issues. One of the reports charges there are "serious institutional factors within the press which greatly limit reporting on issues in general, and the economy in particular."

American University's National Center for Business and Economic Communication in Washington, D.C., said that chief among those institutional factors is a "beat (reporting) mentality." Addressing reporting of the presidential campaign, the study noted that "political reporters cover what the candidates say and the mechanics of politics; economic reporters cover what the economic experts say and the mechanics of the economy." And all too often the two "specialties are unrelated."

The center's September 1974-April 1980 survey embraced 80 journalists, 12 economists and the Democratic and Republican pre-convention presidential candidates or their aides.

Economics reporters rarely were consulted in planning campaign coverage or encouraged to write about the candidates' economic views, the study reported.

But despite the inadequacies in economic coverage, the public may not feel terribly shortchanged, for the study also found that journalists believe:

- Unemployment and inflation are overriding issues in the campaign, but voters make their ballot-box decision on a basis of leadership and character, not on the economic-policy positions of the candidates.
- Readers won't read detailed issues stories.

The second report, from The Media Institute, a nonprofit research foundation based in Washington, focuses on the three major television networks "whose overwhelming majority of inflation stories originates with the government and/or government spokesmen." According to the report, most newscasts studied in 1978 and 1979 "tend(ed) to exonerate the government of any contributing role in the growth of inflation." □

ASNE plans relocation to Newspaper Center when ANPA/RI moves

The American Society of Newspaper Editors Board of Directors has decided to move the organization's headquarters from Easton, Pa., to The Newspaper Center in Reston, Va., when the ANPA Research Institute moves to the expanded quarters there [presstime, March, page 51].

ASNE has been based at ANPA/RI in Easton since June 1972. Prior to that, it was located at ANPA's previous headquarters in New York City.

Currently, ASNE is seeking to fill its assistant project director's job, and that person will become the first ASNE staff person to locate permanently at The Newspaper Center this fall. The ASNE project director—currently C.A. (Pete) McKnight of Charlotte, N.C.—is expected to move to Reston next year. □

Survey shows editors divided on handling unnamed sources

By Hugh M. Culbertson

Most American newspaper editors welcome the receipt of important, hard-to-get information, but they are divided and distressed over the ways that information is used when its source demands to remain unnamed, according to a recent survey of editors.

A large majority of papers covered, including The Washington Post, don't uniformly require at least two independent verifications before publishing something without complete attribution, as did Post Executive Editor Benjamin Bradlee with Watergate coverage. Many see a need for greater restraint and care in attribution, by their own as well as other newspapers.

In the study, a questionnaire was mailed in early 1979 to 292 randomly selected members of the American Society of Newspaper Editors. The 203 who responded (69 percent) are representative of all sections of the country and of all size categories of newspapers.

Asked whether, on balance, unnamed sources are good or bad, 87 percent said good, only 13 percent bad.

One editor of a metropolitan paper in the East supported his response by asking, "How long, for instance, would Henry Kissinger have continued to brief reporters and, indirectly, the nation on sensitive international issues if he had been identified as the source?"

On the negative side, 81 percent of all respondents defined unnamed sources as less believable, on the whole, than named.

Concerns had to do with both abuse and over-use. One Texas editor echoed several when he said, "Too many young reporters of today, in their eagerness to emulate Woodward and Bernstein, are ready to take anything from most anybody and accept it as gospel."

"Washington reporters could stop playing this game, but it is cozy and convenient to protect official sources," added James P. Gannon, executive editor of the Des Moines (Iowa) Register and Tribune. "I know because I did it for years myself. It would take a concerted, long-range effort by newspapers to change this Washington habit, but it should be done."

Editors were asked to describe their papers' policies on checking unattributed quotes. Fifty (nearly one-fourth) claimed to seek independent verification in *all* cases before publishing. Eighty-five (42 percent) said their staffs had to check with a second or third source on assertions which were important, shaky, controversial, derogatory or some combination of these.

Asked whether, on balance, unnamed sources are good or bad, 87 percent said good, only 13 percent bad.... On the negative side, 81 percent defined unnamed sources as less believable, on the whole, than named.... "Too many young reporters are ready to take anything from most anybody and accept it as gospel."

In both groups (those always requiring verification and those doing so when the occasion demands), only 15 to 20 percent required at least two verifications as a routine practice.

Editors also were asked to estimate what percentage of unnamed sources quoted in American papers would refuse to provide information sought if reporters insisted on full attribution. The average response was that 56 percent *would* speak on the record if pressed hard enough!

Small wonder, then, that almost three-fourths of those surveyed felt American journalists resort to unnamed quotes too often.

Somewhat surprisingly, slightly more than one-fourth said the same of their own newspapers. Most of the remaining three-fourths claimed to use quotes without full attribution only as a last resort. Commented one Midwestern editor, "We cajole, argue, point out civic duty, intellectualize, wheedle, beg, offer ego strokes, tell them to legitimize their claims by going public, etc." Only then are unnamed quotes used.

Ralph Brem, managing editor of The Pittsburgh Press, expressed the common view that many if not most important unnamed sources really aren't quoted at all. A good reporter will pursue leads provided by "ghosts" until someone is willing to stand up and be named.

John J. Bowman, managing editor of The Daily Journal, Kankakee, Ill., recalled that "in an important and sensitive story two years ago, we told a public official that, without his name, we could go no further with the story. He consented. We quoted him. And immediately, three other willing sources came forth with significant information."

On another front, two questions in the survey revealed a seeming dilemma about word choice in quoting unnamed sources.

When asked why they personally doubt unnamed sources, editors were much more apt (by an 11-1 margin) to check "honesty and motivation" concerns than "knowledge and expertise."

However, another item asked about choice of attribution words and phrases. Editors said their papers seldom used wording to suggest a person was trustworthy, even though that aspect of sources' credibility was presumed to need strengthening. Perhaps it is simply difficult to establish honesty and trustworthiness in newspaper writing.

Responses revealed three other concerns about unnamed sources.

First, dependency on them may undermine the watchdog role of the press. About half of the editors expressed some concern that newspapers may be mitigating their role as independent watchdogs because of dependency on sources within government.

Culbertson is a professor of journalism at Ohio University.

Second, while attribution is handled carefully on the whole, there is room for improvement. Respondents were asked how well their papers and U.S. newspapers generally perform in two areas—checking quotes from unnamed sources before publication and providing information needed to evaluate the credibility of the source. Between two-thirds and three-fourths checked "fairly well," only 5 to 15 percent "very well."

Third, unnamed attribution may further erode the credibility of the newspaper business. Patrick McCauley, executive editor of the Huntsville (Ala.) Times, commented that "credibility is our greatest asset. . . . we build up a reserve of credibility from accurate reporting and careful attribution and documentation."

Many editors believe the handling of unidentified sources is so complex that, when asked to describe policies on their papers, about 38 percent said it is impossible or unfruitful to create any. Each case is unique and must be considered on its own merit, according to this view.

In fact, only three of the surveyed editors provided written documents which spell out attribution policies at their papers. Apparently little systematic discussion has occurred since 1965 when a survey by then-U.S. Rep. John Moss (Calif.) revealed much confusion—among reporters as well as news sources in Washington—on rules and definitions relating to backgrounders and unnamed sources.

Two of the newspapers that have confronted the issue directly are The Louisville (Ky.) Courier-Journal and The Louisville Times. In 1976 they developed a full-page set of guidelines on anonymous sources. The document calls for caution in using leaks which attack someone. It expresses concern that anonymity not serve as a crutch for lazy reporters or cowardly news sources. In addition to requiring clearance by a supervising editor and verification with at least one person other than the unnamed source, the guidelines call for explaining sources' backgrounds as fully as possible.

In The Washington Post's stylebook, a section on attribution calls for disclosing sources except where it would endanger their security. If a Post reporter fails despite "every reasonable effort" to get material on the record he or she is instructed to request an on-the-record reason for restricting source identity and to include that reason in the story. The need to identify by position or department, if not by name, is stressed.

Among other responses from the editors were:

• Fifty-nine (29 percent) noted that editors on their papers must clear unattributed quotes before publication. Only 5 percent said their publications left decisions strictly to reporters. Elwood M. Wardlow, former managing editor of the Buffalo (N.Y.) Evening News, said that paper gives more leeway to long-trusted, specialized reporters than to general-assignment people. However, even specialists on the News must clear with an editor in important cases.

Many editors believe that handling of unidentified sources is so complex that, when asked to describe policies on their papers, about 38 percent said it is impossible or unfruitful to create any. Each case is unique and must be considered on its own merit, according to this view.

• Thirty-nine (19.2 percent) claimed to permit unnamed attribution only or primarily when convinced that quotation by name would cause a source to lose a job or suffer other substantial harm.

• Forty-six (22.7 percent) said their papers quoted unnamed sources only, or primarily, in stories of considerable importance. At the other extreme, however, six editors reported guaranteeing anonymity quite often on routine stories and where names might mean little to the reader. One critic of the latter practice, W. Davis Merritt Jr., executive editor of The Wichita (Kan.) Eagle and The Wichita Beacon, worries that too casual use of unnamed sources in seemingly trivial cases contributes to credibility problems. "Perhaps we need to reinforce the truly necessary use of blind attribution by starting always to attribute by name in inconsequential stories," said Merritt.

• Twenty-five (12.3 percent) specifically defined veiled attribution as a problem in national and international copy, with information from unnamed sources seldom needed locally. This view seemed to go with a feeling that promoting one's community, not vigorous action as a watchdog, is important.

• Seven editors (3.4 percent) said they would not run an anonymous quote attacking a person or policy without giving the attacker's opponents a chance to reply. Also, seven reported checking such quotes with opponents for accuracy.

Much of the immediately preceding series information came in response to open-ended questions which gave respondents wide leeway to mention or not to mention practices. Some may have followed a given practice at their newspapers. Thus the indication is that the figures given represent conservative estimates of how widely such policies have been adopted in the newspaper business.

Somewhat surprisingly, beliefs about unnamed attribution did not vary greatly with newspaper size. Big-paper editors did perceive a somewhat greater need for quoting unnamed sources—but also more doubts about current over-use and abuse—than did their small-paper counterparts.

Finally, about 28 percent of the editors surveyed checked a blank to request they not be quoted by name. □

Columbia professor Klaw appointed editor of CJR

Spencer Klaw, an author and professor of magazine writing at Columbia University's Graduate School of Journalism, has been named to the additional post of editor of Columbia Journalism Review.

Klaw, 60, is a former newspaper and wire service reporter. He replaces Robert Karl Manoff, who was dismissed last February after serving one year as editor of the 35,000-circulation bimonthly. □

ANPA 1981 Continuous Flow Calendar

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
JANUARY					January 1 New Year's Day	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
FEBRUARY	February 1	2	3	4	5	6	7
	8	9	10	11	12 Lincoln's Birthday	13	14
	15	16 Washington's Birthday*	17	18	19	20	21
	22	23	24	25	26	27	28
MARCH	March 1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31				

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			April 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19 Easter	20	21	22	23	24	25
26	27	28	29	30	May 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Memorial Day*	26	27	28	29	30
31	June 1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

APRIL

MAY

JUNE

ANPA Convention, Chicago

ANPA Production Management Conference, Atlantic City, N.J.

JULY

AUGUST

SEPTEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			July 1	2	3	4 Independence Day
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	August 1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	September 1	2	3	4	5
6	7 Labor Day*	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER / NOVEMBER / DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				October 1	2	3
4	5	6	7	8	9	10
11	12 Columbus Day*	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
November 1	2	3 Election Day	4	5	6	7
8	9	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving	27	28
29	30	December 1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25 Christmas	26
27	28	29	30	31		

*Under the Federal Monday Law, Washington's Birthday is celebrated the third Monday of February; Memorial Day, the last Monday in May; Labor Day, the first Monday in September; Columbus Day, the second Monday in October.

Additional copies are available from ANPA Public Affairs Department

August 1980

Separating tasks may improve circulation, ICMA speaker says

Newspapers might improve their circulation by separating sales, delivery, carrier recruitment and training, and collections, the keynote speaker told the 81st International Circulation Managers Association Sales Conference.

"I have a hunch that carrying out each function separately might prove more cost-efficient in the long run than trying to put them together and finding money seeping out the edges," said Martin W. Goodman, president of Toronto Star Newspapers Ltd.

He also told the 466 circulation executives attending the June 29-July 2 meeting in Kansas City, Mo., that they can get answers to many circulation problems by consulting staff. "Newspapers not only have to learn how to get departments talking (more) to each other," he said, "but they also need to learn how to make better use of the information and advice locked inside their own employees."

Goodman noted that while the key to a successful newspaper is presenting diverse points of view, "we simply are not producing newspapers that are distinctive or exciting enough so that readers need them every day."

In another presentation, Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, predicted that newspaper circulation will experience "solid growth" in the next three years after having "inched up" in the past three, following a decline.

Bogart outlined some of the circulation-related activities being planned by the Newspaper Readership Project [presstime, May, page 38] for the coming year, including:

- A senior citizens readership study
- A special report on the strengths of the Sunday newspaper
- A single copy customer study
- An evaluation of different approaches to the Newspaper In Education program.

New ICMA officers elected for one-year terms were James F. Robinson of The Toronto Star, president; William T. Jardine of The Minneapolis Star and Tribune, executive vice president; Charles B. Harriman of The Houston Chronicle, first vice president; and Frank Arnold of the Raleigh (N.C.) News & Observer and Times, second vice president.

Joseph B. Forsee

Harold A. Schwartz of the Milwaukee Journal and Sentinel, immediate past president of ICMA, was elected board chairman.

Named ICMA business manager was Joseph B. Forsee, associate professor at the University of Missouri School of Journalism and former circulation manager of the St. Louis Post-Dispatch.

Forsee will edit ICMA publications and assist General Manager Robert A. Macklin. He will assume his duties Aug. 4 at ICMA's office at The Newspaper Center in Reston, Va.

Macklin, 65, said he is not planning to retire for some time, but Forsee is expected to be a prime candidate for the job when Macklin does retire.

Macklin said the ICMA Board of Directors last year advised him he can remain at his post until age 70 if he wishes, so long as his health remains good. □

Equipment for sale

Two Teletype model 33 TU printers, used in business office computer operations. Contact Art Flagen, Hagadone Newspapers, Hagadone Building, Coeur d'Alene, Idaho 83814, (208) 664-9156.

A B Dick Model 1600 copy system, fully automated, with electrostatic camera; does not use silver; two years old; mint condition; sold new for $24,622; excellent for instant printing; make an offer. Contact Mark, The Pawtuxet Valley Daily Times, 1353 Main St., West Warwick, R.I. 02893; (401) 789-1001.

Compugraphic 2961 High Speed, SN 1647, spare reader, complete spare parts, spare font drive motor; in excellent condition; we've moved up to Unisetter; $1,350. Will deliver within 150 miles, otherwise as is, where is. Contact Jimmy Williams, The Post-Intelligencer, Paris, Tenn. 38242; (901) 642-1162.

Digital TMS-8 system: two DecSet 8000 computers with four RKO5 drives each, two line printers, two DecWriter consoles and all necessary ancillary equipment; will include spare RKO5 disk packs, eight paper tape readers and two BRPE punches; Dec maintained and system currently operating.

Also, two VDT20 subsystems with RKO5 controllers, four VDTs.

Contact W.F. Sykes or Steve Holbrook, News-Press Publishing Co., P.O. Drawer NN, Santa Barbara, Calif. 93102; (805) 966-3911.

Two Dymo Mark 5 Pacesetters, serial nos. 3200 and 3464; newer machine has 13 lenses, older has 12; spare parts kit, type discs, extra cassettes, on-line ports for computer use; both machines are in excellent condition and can be demonstrated.

Also, A-M Model 430 Electro-Set non-counting perforator.

Contact Buck Sherman, Newport Daily News, Malbone Rd., Newport, R.I. 02840; (401) 849-3300.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, executive director, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 450-2401.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

Working group formed on standard ad project

A Standard Ad Unit Working Committee has been formed with membership from key newspaper organizations to ensure that any voluntary system of uniform national advertising units recommended to the ANPA Board is "in the best interests of newspapers," according to Committee Chairman Walter E. Mattson.

Because of the complexity of the project, Mattson said, it probably will be several months before a final recommendation is presented to the ANPA Board.

At its first meeting June 20, the working committee formed committees to:

- Determine the size ads most frequently used by national advertisers and national retailers
- Review draft unit size recommendations made by the former ANPA Production Management Committee and to develop new sizes where indicated
- Investigate, develop and recommend procedures for ad measurement
- Develop a plan for communication about the standard ad unit program.

Initial subcommittee reports will be presented Aug. 20 when the working committee meets in New York City.

Mattson, president of The New York Times Co., said many newspaper publishers and advertisers have expressed support for the standard unit concept as a major step forward in strengthening the marketing of newspaper advertising. "This is particularly important in light of the development of potential competition from new electronic media," he said.

The drive for a national standard ad unit system for newspapers got underway earlier this year [presstime, April, page 28].

In addition to Mattson, members of the working committee at the initial meeting, and the industry organizations they represent, were Joseph J. Amodeo, American Newspaper Representatives (National Newspaper Association); Leo Bogart (Newspaper Advertising Bureau); Joseph J. Bright, Calkins Newspapers, Levittown, Pa. (Institute of Newspaper Controllers and Finance Officers); William J. Carradine, Southam Inc. (Newspaper Marketing Bureau); James A. Cooper, The Washington Post (ANPA); Richard I. Halvorsen, Minneapolis Star and Tribune (ANPA and International Newspaper Advertising Executives); Charles M. Kinsolving (NAB); C.D.K. Lafferty, Branham Newspaper Sales (International Newspaper Promotion Association); William D. Rinehart (ANPA); Frank J. Savino, The Record, Hackensack, N.J. (INAE); George A. Speers, New England Press Association (NNA and Newspaper Association Managers); C. Richard Splittorf, Sawyer-Ferguson-Walker Co. (Newspaper Advertising Sales Association); and Frank J. Stanczak (ANPA). □

FTC judge sets deadline in LA Times ad case talks

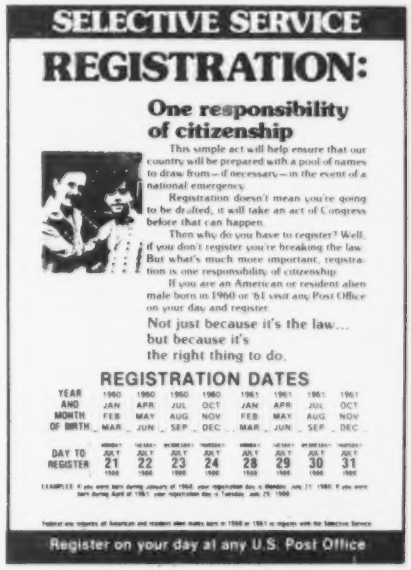
If the Los Angeles Times and the Federal Trade Commission do not reach a settlement by Aug. 27 in their dispute involving the newspaper's volume discounts for retail display advertisements, the FTC administrative law judge in the case will hold a pretrial conference that day "for the purpose of setting an early trial date."

In his June 27 order, Judge James P. Timony said "the time has come to set a date by which the parties can determine whether a final agreement can be reached."

The complaint by the FTC against the Times goes back to August 1977. The commission alleges that the discounts violate Section 5 of the FTC Act and the Robinson-Patman Act. The case was to have come to an FTC administrative trial in June 1979, but negotiations aimed at settling the matter began instead [presstime, March, page 33].

Timony said from status reports filed every 60 days by the FTC and Times Mirror Co. and from telephone conferences he is "convinced that the parties have been negotiating in good faith and have had considerable success, although they have not yet accomplished a written settlement agreement."

Times Mirror Co. Assistant General Counsel William A. Niese said discussions between lawyers for both sides are taking place "several times a week" and Times Mirror is "optimistic settlement can be reached." □



About 2,500 daily and weekly newspapers were asked to run public service advertisements like this one in conjunction with resumption of draft registration in July.

Classified ads decline

Daily newspapers' classified advertising continued its downturn in May, slipping 2.5 percent from May 1979, according to the Newspaper Advertising Bureau. However, the decrease was considerably less than the 9.3 percent decline in April [presstime, July, page 37].

National advertising was up 14.1 percent in May over 1979; retail gained 7.5 percent. Overall, advertising increased 5.2 percent in May, 9.1 percent for the first five months of 1980. □

Train sales staffs in new skills, INAE told

The "great unanswered question" for newspapers in the 1980s is: "How are we to train our people to meet the complexities of newspaper sales and marketing?"

Boston Globe Publisher William O. Taylor answered his own question at the International Newspaper Advertising Executives' 125th Sales Conference in July by urging newspapers to "spend more time, effort and resources in developing sales people."

"Just 20 years ago, the basic tools of the sales trade were rate cards, ABC reports and Media Records," he noted, adding that they now include marketing and audience research. "We must train our salespeople to use and feel comfortable with these statistical sales tools."

Taylor suggested that programs, similar to those in other areas of newspaper work, be established to encourage young people to enter newspaper advertising sales as a career and to refresh and retrain those already working in the field.

Robert D. Burger, vice president/marketing for General Motors Corp., said his company has accelerated many of its production programs and, starting next spring with the new "J" car, will introduce a new car every six months through 1984. "As good as it looks to us," he told the newspaper ad executives, "it's got to look awfully good for you too. It means a lot of business for you."

Burger advised them to "get out in front" of their competitors in preparing for an auto-buying upturn, which, he predicted, would start slowly and continue "with a rush."

In assessing economic conditions from the auto industry's viewpoint, Burger said GM is "very confident that everything has hit the bottom and has turned up in the last 30 days." He cited several "very positive signals," including falling interest rates, lower dealer inventories, stability in gasoline supply and price, and the subsiding of inflation rates "somewhat."

Jack Kauffman, president of the Newspaper Advertising Bureau, also gave an optimistic report.

NEWSPLAN, the Bureau's continuity discount program for national advertisers [presstime, January, page 32], is achieving its goal of increasing newspapers' share of national advertising, he said.

In 1979, newspapers' national advertising increased 17 percent—a larger percentage gain than that posted by any other medium. This year, according to NAB's latest figures, national advertising has gained 16.4 percent, through May.

The semi-annual sales conference, held in Boston, attracted 320 registrants. Other speakers and their topics were:

- Charles M. Kinsolving Jr., NAB vice president/marketing planning, and Donald J. Maldonado, director of display advertising for the Los Angeles Times, on newspapers' movie advertisements
- Dick Tullar, advertising director for The San Diego (Calif.) Union and The Evening Tribune, on INAE's renewed anti-shoplifting campaign being coordinated with the National Retail Merchants Association
- Dick MacDonald, MacDonald Classified Services, Mort Goldstrom, advertising and marketing manager for Viewdata Corp. of America, a subsidiary of Knight-Ridder Newspapers Inc., and Joseph Richter, project director for the cable television news service of The News-Times of Danbury, Conn., on advertising opportunities in electronic information delivery systems

Keynoter Taylor (center) meets with INAE President Frank J. Savino (left) of The Record, Hackensack, N.J., and President-elect Richard C. Ocherbloom of The Boston Globe.

- Frank E. Morris, president of the Federal Reserve Bank of Boston, on controlling inflation
- Alfred Eisenpris, NAB vice president/retail marketing, on the INAE/NAB retailing marketing sales training course
- Eisenpris and Joseph Cohen, executive vice president of the National Association of Recording Merchandizers, on record advertising
- Dr. Christine Urban, president of Urban and Associates of Newton, Mass., on the future environment for newspapers
- James A. McComb, advertising director for the Eugene (Ore.) Register-Guard, on political advertising.
- Henry Dain, NAB vice president/national sales, on public issues and corporate advertising in newspapers
- Owen Landon Jr. and Robert Leyburn, Landon Associates of New York City, and Henry C. Bird, general manager of The Journal Times of Racine, Wis., on alternate delivery systems. □

Dozen more convicted in coupon-misuse probe

Twelve more persons have pleaded guilty to one count each of mail fraud in connection with cents-off coupon misredemption and have been sentenced in New Jersey.

The cases stem from the 1977-78 coupon "sting" operation in which a coupon for non-existent "Breen" detergent was placed by postal inspectors in newspapers in New Jersey and New York [presstime, June, page 26].

Those sentenced in June, all of whom were merchants or persons posing as merchants, received fines of up to $1,000. Some were required to perform community service. The total number of persons convicted in that probe now exceeds 170.

Meanwhile, the Audit Bureau of Circulations reports 73 newspapers have signed up for its new coupon verification service, unveiled in May as a means of helping to curb misredemption. This is more than a third of those eligible to participate in the initial phase of the service. □

Computer helps Norfolk, Va., newspapers keep track of thousands of co-op plans

The Virginian-Pilot and The Ledger-Star are pioneering in yet another newspaper use of the computer—as an aid in selling cooperative advertising.

The Norfolk, Va., newspapers say the computer system has resulted in a "substantial savings in man-hours" in compiling co-op audits for retailers and has the potential of doubling the newspapers' co-op revenue within a year.

The newspapers have programmed an IBM System 34 mini-computer to provide summarized information on 1,000 co-op advertising programs. Details of all 4,000 plans currently on file at the newspapers eventually will be available on the system, according to Business Development Manager R.J. Bettencourt.

Information available on the system for each co-op program includes: the name and address of the manufacturer; the name, title, address and telephone number of the manufacturer's representative or distributor; the address to which the co-op claim should be sent; products which qualify under the terms of the co-op program; participation percentage; method of accrual; provisions for classified advertising and trade mark listings; expiration date of the co-op program; availability of Velox art and/or printed copy of the manufacturer's program on file at the newspaper; and copy and art requirements.

The information can be retrieved by merchandise category, product, manufacturer's name or participation percentage.

Bettencourt says the system, in operation since January, is especially helpful with the smaller retailer who "has no idea what he has in co-op."

According to Carl Mangum, vice president and advertising director, the newspapers plan to market the system.

Several other newspapers have begun to use computers in co-op advertising, and the Newspaper Advertising Bureau is investigating the possibility of offering a computerized co-op advertising data base to its member newspapers, according to Frank Hennessey, NAB vice president of co-op advertising sales.

Although newspapers sell approximately $3 billion in co-op advertising each year, NAB estimates that another billion dollars in potential co-op revenue goes untrapped [presstime, July, page 39]. □

FTC will challenge co-op price restrictions as automatic violations

The Federal Trade Commission has warned that it intends to challenge as automatic violations co-op advertising programs that restrict retailers in the price at which they can advertise products.

The agency's policy statement accompanied the June 27 announcement of consent agreements reached with Totes Inc., a manufacturer of raingear, and Tingley Rubber Corp., a manufacturer of rubber footwear.

A co-op program that requires retailers, as a precondition to payment, to advertise at not lower than a suggested price or that prohibits them from advertising discount prices "tends to deter dealers from engaging in vigorous price competition," the FTC said.

Up to this point, such programs were not considered automatic violations of the Federal Trade Commission Act, and individual case circumstances were taken into account. □

New AMA code allows physicians to advertise

The American Medical Association's House of Delegates July 22 approved a new code of ethics that permits doctors to advertise.

The new code does not contain the controversial phrase found in the former code that was used by the Federal Trade Commission as the basis of its 1979 ruling that the AMA illegally restrained physicians from advertising [presstime, December, page 33]. That phrase said a physician "shall not solicit patients." The AMA is appealing that ruling.

'Shoe' **By Jeff MacNelly**

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

Corporations pick newspapers for public-issue advertising

By Jack Kauffman

More and more, corporate advertisers are using advertising for public relations purposes as well as to sell their products and services. Newspapers have attracted a major share of this advertising, and the Newspaper Advertising Bureau has actively bid for the business on their behalf.

Jack Kauffman

The first bureau presentation on the subject, "Confronting Public Issues Through Newspaper Advertising," was in 1970. It included interesting and illustrative corporate newspaper ads which pointed up the trend and gave guidance to advertisers by showing them what others were doing.

At that time, public issues advertising was relatively new, and in a 1972 brochure offering a membership version of the presentation, the bureau asked: "Are you neglecting this important source of linage?" It went on to note that the presentation "may open your eyes to untapped possibilities for developing public-issues advertising in your area."

The presentation argued in favor of the use of newspapers for public-issues advertising on the basis of their broad coverage, their effectiveness as an information medium, their ability to reach opinion leaders and upscale audiences and their high standing as news and information sources. It cited the size of the newspaper page, the ability of the reader to absorb information at his own pace and the speed and flexibility with which the newspaper advertiser can react to events.

Now the bureau has a new presentation—"Corporate and Advocacy Advertising for Newspapers—1980." The issues have changed somewhat. The early presentation dealt more with subjects like consumerism, crime, litter, recycling and labor disputes. These, of course, are still valid subjects, but there is a new urgency now with respect to energy problems, taxes and consumer prices. And labor unions as well as corporations are using advertising to state their viewpoints.

The arguments of the early '70s in favor of newspapers as a medium for corporate advertising are still true, but the current presentation also makes some new approaches. For example, there is a stronger stance *vis-a-vis* the competition. Other media also are aware of the potential in corporate advertising, and they are also out after the business.

The new NAB presentation deals in turn with newspapers' major competitors for corporate advertising—magazines and television.

It points out deficiencies in magazine coverage of market segments that are important to the corporate advertiser, and it shows how magazine costs skyrocket when the advertiser attempts to use selective editions to improve the concentration of his message over all desirable targets.

Similarly, costs favor newspapers as against television. Thus in the top 20 markets, a recent bureau check showed the average cost per rating point for 30-second spots in prime time as 28 percent higher than the comparable cost per rating point for a quarter page newspaper ad. And, of course, commercial time on television is too short to tell much of the advertiser's story, so important things may have to be left out.

In addition, TV poses coverage problems since the heavy-viewing 40 percent of the adults account for 66 percent of the total viewing and the light-viewing 40 percent, for 16 percent.

Meanwhile, newspapers not only have kept their traditional advantages, they have added new ones. For example, a corporate advertiser can often win discounts under the newspaper industry's NEWSPLAN program [presstime, January, page 32] by adding its advocacy ads to the advertising of its other divisions or subsidiaries.

There are also new newspaper services to help the corporate advertiser focus more accurately on his target audiences. For example, the bureau has a new service, CAN DO (Computer Analyzed Newspaper Data On-Line), which offers the advertiser immediate access to audience statistics for any combination of newspapers in a multi-market schedule. These data are available in geographic and demographic market definitions comparable with those of other media.

Similarly, the bureau has computerized the findings from a 1979 inventory of editorial content of 1,373 newspapers. This not only shows the editorial features carried, but it almost always specifies the days of the week on which they run so that the advertiser can schedule his ads in an editorial environment which most suits his target goals.

In addition, the computer printout will state whether or not the paper will position an ad near a specific editorial feature, and if it will do this with or without a premium charge.

And if the advertiser wants to run a preprinted insert, NAB will help with the planning, scheduling, costing and coordinating, and it will even handle the whole thing on a one order/one bill basis.

In fact, the bureau has a computerized newspaper data bank of the essential information needed to get an ad into the paper and is expecting delivery of a new computer with much greater capacity early next year.

Newspapers hold a leading position as a medium for corporate and advocacy advertising. It's a position they mean to maintain. □

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Slides teach phone sales

Methods for turning cool customers into hot advertising prospects without leaving the newspaper office are the subject of a new NAB training program called "The Anatomy of a Cold Call: How to Sell Display Advertising on the Telephone."

The slide/cassette presentation is available for $200 from NAB at 485 Lexington Ave., New York, N.Y. 10017. □

Conference for young people gives broad newspaper view

By Margaret Genovese
presstime staff writer

When ANPA held its first Young Newspapermen's Conference in 1966, attendee Paul E. London had one year on the job as vice president of the Beaver County (Pa.) Times.

This September, when the Association holds its 19th edition of the conference—the name of which has been changed to the ANPA Conference for Young Newspaper Men and Women—London again will be on hand. But this time, he will be one of three former participants serving as discussion leaders.

London, now general manager of the West Central Daily Tribune in Willmar, Minn., provides an example of what ANPA Manager/Training Services Stephen E. Palmedo means when he says the conference, designed for newspaper employees under the age of 35, is a way of "helping newspaper expertise turn-around."

Two other members of the September-conference's faculty—ANPA Director and Government Affairs Committee Chairman K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., and Kenneth R. Todd, circulation manager of The Indianapolis Star and The Indianapolis News—also are "graduates" of previous conferences. The only ANPA training program whose faculty consists primarily of newspaper executives, supplemented occasionally by key ANPA staff members, the conference also is unlike its counterparts that stress development of skills in one particular area.

It takes "young people working in one department and gives them a better perspective of what the whole newspaper is about," Palmedo explains. "It gives the participants the realization that there is a lot more to newspapering than their own primary concern."

This can be humbling, as participants at the last conference found out when discussion leader Brian C. Thayer, assistant general manager of The New Haven (Conn.) Register and Journal-Courier, opened with a test. Many flunked. Not everybody knew, for example, their newspaper's open-space advertising rate, the page capacity of the press, the cost of a one-year subscription, the name of the managing editor and the cost of a ton of newsprint.

But they got a good overview of those diverse areas at sessions on editorial content, newspaper advertising, promotion, production, new technology, circulation and readership, newspaper economics and "Your Newspaper in 1985."

Typical of the reaction of participants at the March conference was that of Roger D. Runningen, Washington bureau chief for Small Newspapers, who said "the conference whetted my appetite for even deeper involvement in newspaper work."

If there is a general criticism from participants, it is that the fast-paced, two-and-a-half day conference does not allow for in-depth examination of any single subject.

Palmedo says this is a shortcoming intentionally built into the program, because its objective is to build "awareness" rather than impart methodology that might run counter to practices at individual newspapers.

That is not to say, however, that attendees don't receive information they can use on the job.

For instance, Harry T. Whitin, recently named director of employee relations at the Worcester (Mass.) Telegram and The Evening Gazette, took home and implemented a number of ideas gleaned from a session on newspaper management. And after an eye-opening discussion on the possible impact of cable television on newspapers, Anne Curley, business reporter for The Milwaukee Journal, asked to join her company's team researching the field of telecommunications.

Participants in the ANPA Conference for Young Newspaper Men and Women are nominated by their publisher or other responsible newspaper executive.

Work of all departments is discussed.

Early in its existence, it was tagged—with some validity—the "publishers' sons conference." Over the years, however, it has attracted a total of 525 participants who included, in addition to members of newspaper families, "a lot of people who are indeed working their way up" in various newspaper departments, Palmedo says.

Registration at each conference is limited to 35, and a few openings remain for the next session slated Sept. 21-24 in Washington, D.C.

Another conference will be held March 15-18, 1981, at St. Petersburg Beach, Fla. For more information, contact Palmedo at The Newspaper Center, Reston, Va. □

NAB seminar to focus on 'new era' marketing

The Newspaper Advertising Bureau will host a conference Sept. 24 at the Waldorf-Astoria Hotel in New York City on "Newspaper Marketing in the New Era of Telecommunications." It will focus on newspaper marketing strategies responsive to the expanding technology of home communications systems.

Leo Bogart, NAB executive vice president and general manager, said conference speakers will suggest ways newspapers might take advantage of the new communications technology and will report on current experiments in the field.

For details, contact NAB, 485 Lexington Ave., New York, N.Y., 10017; (212) 557-1800. □

Building expansion allows increase in API seminars

The American Press Institute has scheduled a record 30 seminars for the 1980-81 academic year, five more than in 1979-80.

The increase is being made possible by expansion of API's six-year-old headquarters building in Reston, Va., next door to The Newspaper Center. To be completed in September, an addition to the building will house a second conference room and related facilities, permitting API to conduct two seminars simultaneously.

One of the seminars on the new schedule will be held at Stanford University, marking API's second venture into in-the-field training. (See photo below.)

Two seminars—on management of the community weekly and management of the suburban weekly—are open to executives and staffers from non-daily newspapers. The remaining 28 are for newspaper men and women from dailies.

Tuition is $525 for nine-day seminars and $375 for week-long programs.

Seminar applicants must be nominated by a newspaper's principal executive. Additional information and nomination forms can be obtained from API at 11690 Sunrise Valley Drive, Reston, Va., 22091.

Following is the seminar schedule:

1980

- **Advertising Executives** (for newspapers under 75,000 circulation), Sept. 2-12
- **Newspaper Design,** Sept. 14-19
- **Copy Desk Chiefs and Wire Editors,** Sept. 21-Oct. 1
- **City Editors** (for newspapers over 75,000 circulation), Oct. 5-15
- **Circulation Managers,** Oct. 19-29
- **Journalism Educators,** Oct. 26-31
- **Classified Advertising Managers,** Nov. 2-12
- **Living and Leisure Section Editors,** Nov. 30-Dec. 10
- **Picture Editors and Chief Photographers,** Dec. 14-19
- **The Sunday and Weekend Newspaper,** Dec. 14-19

1981

- **Newspaper Systems and Data Processing,** Jan. 4-9
- **Circulation Managers,** Jan. 11-21
- **Managing the Changing Newspaper,** Jan. 25-30
- **Management of the Community Weekly,** Feb. 1-6
- **City Editors** (for newspapers under 75,000 circulation), Feb. 8-18
- **Managing Editors and News Editors** (for newspapers over 50,000 circulation), Feb. 22-March 4
- **Marketing the Daily Newspaper,** Feb. 22-27
- **Business and Economic Coverage,** March 8-13
- **Circulation Managers,** March 15-25
- **Publishers** (for newspapers over 75,000 circulation), March 29-April 3
- **Management of the Suburban Weekly,** April 12-17
- **Personnel Management and Employee Relations,** April 26-May 1
- **Sports Editors,** May 3-13
- **Advertising Executives** (for newspapers over 75,000 circulation), May 17-22
- **Executive Editors and Managing Editors** (for newspapers over 50,000 circulation), May 31-June 10
- **Management and Costs** (for newspapers under 75,000 circulation), June 14-24
- **Suburban and Zoned News Coverage,** June 21-26
- **Effective Writing and Editing** (at Stanford University, Calif.), July 12-17
- **Investigative and Enterprise Reporting,** July 12-17. □

New wing (foreground) of API's headquarters will permit staging of simultaneous seminars.

"Organization Analysis" was subject for first-ever API field seminar July 13-18 at Stanford.

Courses scheduled on library automation

The Newspaper Division of the Special Libraries Association is offering three accredited, continuing-education courses on newspaper library automation. They are:

- Oct. 4, Anaheim, Calif.—Focusing on data-base preparation, compatability of internal and external systems and information marketing; tuition, $75 for SLA and American Society for Information Science members, $100 for non-members. Contact Julia Vance, Atlanta Newspapers, 72 Marietta St., NW, Atlanta, Ga., 30303.
- Oct. 9-10, Vancouver, British Columbia—Featuring basic library techniques and an introduction to automation and systems planning; tuition, $90 for SLA members, $115 for non-members.
- Feb. 26-27, 1981, Detroit—Covering basic library techniques including sessions on systems analysis and design for automation; tuition, $125 for SLA members, $150 for non-members.

For more information about the Vancouver and Detroit workshops, contact Mary Frances Hoban, manager, professional development, SLA, 235 Park Ave. South, New York, N.Y., 10003. □

Preparing for the day the computer goes 'poof'

By Karl Neddenien

For newspapers that rely heavily on computers—which is to say, most newspapers—efficiency is closely tied to the computers' security and continued operation. A loss of computer services, for even a brief period, can pose serious problems for the electronic newsroom, business office, advertising department or circulation department.

Yet many newspapers lack both security systems to protect against damage or destruction, and recovery systems to minimize the effects of computer loss.

"Usually the rule has been that management will always act on implementing some data processing security (system) after the experience of a disaster," says Hubert Wagner, director of data processing for the Minneapolis Star and Tribune. "Generally, before (such an incident) they take it sort of lightly," he added.

A contingency recovery plan is a vital part of an overall security system much as a spare tire is vital to a well-maintained car: It may never have to be used, but when needed it is needed desperately.

In designing a total data processing security system, first identify what must be protected, Wagner says. The list should include the computer hardware, software, data and the personnel who operate the equipment.

The next step is to reach an effective balance between protection expenses and possible losses. "You have to ask yourself what is being exposed to some threats," he says. "We've broken this down into physical security and data security. Physical security is protection against fire, water, explosion, sabotage, terrorism, natural disaster, utility failure and vandalism. Data security is protection against willful destruction, errors and omissions, fraud, theft and embezzlement."

A breach of this security could result in the loss of competitive position, delays in data processing, loss of confidentiality, destruction of assets and damage to business reputation, Wagner says. It also may hold legal implications, he points out.

The different natures of data used by editorial, advertising and business departments call for different levels of system redundancy and system security. All online systems need immediate redundancy —immediate accessibility to information that has been duplicated automatically into another part of the system—so that a partial system loss will not shut down the entire operation. In addition, business and advertising need long-term storage, or archival redundancy, capabilities.

Security levels also depend on the nature of the data, whether editorial matter, business and payroll records or other information.

A breach of security could result in the loss of competitive position, delays in data processing, loss of confidentiality, destruction of assets and damage to business reputation. It also may hold legal implications.

The actual system design process should take the form of dialogues between the newspaper and the computer vendors, insurance representatives, servicing companies and other organizations that hold contractual agreements with the newspaper.

Each requirement stipulated by the contractual organizations should be carefully discussed to avoid misunderstandings: If the newspaper installs a certain piece of equipment, will it satisfy the stipulations and protect warranties? This will protect against later claims that it is the newspaper's facilities, not the vendor's product, that caused a problem. An advance agreement also may speed up processing of any insurance claims resulting from an accident.

There is no "universal" security system that can meet the special needs of all data processing facilities, but a newspaper need not start from scratch when designing one.

Robert L. Harrison, assistant to the vice president-operations of the Baltimore Sunpapers, says the system being built there can serve as a foundation for others.

According to Harrison: Ideally, the **computer room** should be of windowless, concrete-block construction. If there are windows that provide a view of the room from outside the building, they should be made of bulletproof glass and curtained to protect against computer damage from gunfire.

Doors should be fireproof, naturally, with sensors to indicate if they have been propped open. Such a sensing system could be incorporated into the overall plant monitoring system so as to alert security personnel to the situation.

Also desirable is a sophisticated access system which uses two electrically powered locks, one operated by magnetic identification badges and another that opens with a standard metal key or combination. While electricity is flowing through the lock circuits, solenoids hold the magnetic-reader lock in the closed position and the key lock in the open position. An identification badge will open the door, but keys are useless because that lock already is open. When electric power is lost, as during an accident, the magnetic lock opens, while the key lock closes and becomes responsive to the metal keys held by emergency personnel. This way, persons not normally authorized to enter the room can do so during an emergency. Similarly, non-emergency personnel cannot enter the room.

No overhead water pipes should pass through the room, for they pose a threat of leaks and condensation. Air conditioning and heating ducts should be insulated. A drain, containing a water sensor, should be installed beneath the raised computer room floor to indicate the presence of any moisture that might somehow develop. Plastic equipment covers should be kept handy for emergency use.

Fire sprinkler systems are not desirable within the computer room. If absolutely necessary, a "dry" system—one that keeps the water outside the room's sprinkler system lines until a fire has been detected—is acceptable.

Neddenien is a technical writer at the ANPA Research Institute.

Computer room air conditioning systems should be independent and dedicated to that area alone so that they can be reactivated after an accident even if the main system is damaged or left without power.

Most important, the exact location of the computer room should not be advertised.

An effective **fire security** system uses Halon 1301 as the extinguisher. The colorless, odorless vapor will extinguish a fire in 3-5 seconds after detection, without harming people or property or leaving a residue. (See R.I. Bulletin 1183, March 10, 1975.) The system works most effectively when linked to a heat detector, which would trigger an automatic discharge of vapor, and a smoke detector, which would alert an operator to discharge vapor manually. The smoke detector should not have an automatic trigger or it could discharge a $3,000 tank of vapor in response to a smouldering cigarette or other minor source that could be controlled with a hand-held extinguisher. Heat detectors are more discriminating, because excessive heat is almost certainly indicative of fire.

Regardless of the type of fire extinguishing system, when it is triggered, all electricity to the room should be shut off automatically.

Electrical systems must protect against both surges (spikes) and dips (brownouts) as well as total disruptions (blackouts). The best protection against them is an uninterruptable power supply [presstime, October, page 40].

A newspaper that finds the cost of such a system prohibitive can turn to portable emergency generators.

When power has been partially restored, steps can be taken to limit the degree of data disruption. The air conditioning system can be reactivated to maintain proper computer operating temperatures, and a VDT unit can be used to trap and hold incoming wire service stories. In this manner, copy loss and newsroom "dead time" are kept to a minimum prior to restoration of the main power supply.

The VDT network can be made more casualty resistant by installing a special "patch panel" to allow the coaxial cables to be rerouted around any damaged sections. Separate branch circuits exclusively for VDTs, powered from the computer room, could shorten the time needed to get these system components working again. Such an exclusive circuit also would reduce the chances of VDTs being turned off accidentally during routine maintenance of power panels that supply other equipment.

Supply lines from wire services also must be protected from accidental or intentional damage. Again, redundancy is best. Two separate, complete systems should enter the building at different locations so that if one is damaged, the other remains intact. Locations of the lines should not be publicized.

No security system is complete unless it protects the **information** used by the data processing system. Magnetic tapes are more sensitive than paper to extremes of temperature and humidity, and consequently they require protective vaults different from those for paper documents.

A protective paper storage vault can allow internal temperatures to rise to 300 degrees Fahrenheit, but magnetic tapes are damaged when the mercury reaches 150 degrees. Equally important is moisture insulation; 85 percent humidity is the maximum for magnetic tape survival. Tape storage vaults usually have a layer of balsa wood sandwiched between fire-resistant materials. When exposed to water or steam vapor from firefighting, the balsa wood swells and seals the contents from moisture.

Data also can be protected by duplicating the documentation (system's instructions, manuals, etc.) into another system—business into editorial or advertising, etc.—and backing it up with magnetic tapes. All programmer and operator documentation, source listings, source programs, operating packs and job control cards should be duplicated and stored in a secure vault. And don't neglect to update the materials; an outdated backup file can slow down recovery operations.

Once a backup computer facility has been chosen, all programs should undergo thorough testing on it. Hardware and software compatability should be rechecked often, especially following program changes. It is easiest to make the necessary changes while the main computer facility is in operation, rather than after an accident.

A minimum one-month supply of computer forms (such as printout paper and invoice sheets) should be stored in the computer room so that a stockroom fire will not disrupt data processing operations. The supply must be rotated regularly to ensure that the paper does not absorb excessive humidity.

In short, a company with an effective security system has a good chance of avoiding data system loss and an excellent chance of recovering gracefully from such loss, should it occur. Design, test and try out all components of the security system, train the people who will be responsible for its implementation and hold refresher sessions for everyone involved. Operational survival is at stake. □

IFRA Congress set for Oct.

IFRA, the cooperative research organization of the International Newspaper and Color Association and the International Federation of Newspaper Publishers, will stage its annual congress Oct. 15-18 in Munich, West Germany.

Among the speakers will be William S. Dunn, vice president and general manager of Dow Jones & Co. Inc., and Stanley Asimov, vice president/development of Newsday.

For reservation forms and further information, contact Martin Casey, ANPA manager/government affairs, at The Newspaper Center in Reston, Va. □

ANPA/RI adds specialist to study non-oil inks

Research chemist John Moynihan has joined the staff of the ANPA Research Institute. He is primarily engaged in a program to explore possible developments of non-petroleum-based newspaper inks.

A specialist in ink chemistry research, Moynihan formerly worked for Rexart Chemical Corp. and for General Printing Ink, a division of Sun Chemical Corp.

The objective of the ANPA/RI ink-research program is to develop an economical, non-petroleum-based ink which exhibits properties equal or superior to those of petroleum-based inks while continuing to meet governmental safety and health regulations. The program involves cooperative research with other interested parties. □

Meeting the challenge of toxic regulations

By Sandra L. Puncekar
presstime technical writer

Many state and local governments already require businesses to develop and maintain comprehensive lists of chemicals and potentially toxic substances used within their facilities. Similar federal regulations are a real possibility.

ANPA/RI environmental specialists recommend that newspapers use the following guidelines to develop lists of such substances. The guidelines were drawn up to assist newspapers in their continuing efforts to protect not only the health of their employees but also the environment of their communities.

1. Assign an individual to draw up a list of the products used in each department, including the trade name and the manufacturer's name and address. Examine the purchasing department's records for any products that may have been missed in the overall survey.

2. Write to each manufacturer on the list, requesting the following information:

a. A Material Safety Data Sheet (OSHA Form 20) for each product used by the newspaper. Most newspapers already have those forms for the majority of their supplies.

b. Completion of a Toxic Pollutants Checklist for each product used by the newspaper. (See chart.)

c. A complete list of chemicals and Chemical Abstract Service, or CAS, registry numbers of all product components. Information on products containing toxic pollutants *must* indicate percentages or parts per million (or billion) for each toxic substance.

3. Institute a formal policy that requires all manufacturers to supply lists of the specific chemical components in new chemicals, ink, solvents, oils and similar products before they are purchased initially by the newspaper. The percentages of the various chemicals in the products are not essential—except for toxic pollutants. The proper chemical names (not trade names) and CAS registry numbers for each chemical component should be obtained before a new substance is brought into the plant.

4. Maintain detailed records of letters, correspondence and other contact with manufacturers. These records should show the steps that have been and are being taken to maintain a hazard-free environment.

Such an orderly, structured approach should simplify newspaper compliance with most governmental regulatory policies. Obviously, the key to success is held by manufacturers, who must cooperate by supplying necessary information about their products. If a particular manufacturer refuses or is reluctant to comply with your requests, you may be forced to turn to another, more cooperative company that offers a similar product. □

(Editor's note. The following may be used as a foundation for toxic pollutants lists. This list may require substantial additions, depending upon state and local regulations applicable in a specific area.)

Sample Toxic Pollutants Checklist
(to be sent to manufacturers)

Manufacturer's Name: _____

Name of Product: _____

Manufacturer: Please indicate by a check mark any toxic pollutants which are used in the manufacture of the product (trade name), or produced as a byproduct which may be discharged.

___ Acenaphthene
___ Acrolein
___ Acrylonitrile
___ Aldrin/Dieldrin
___ Antimony and compounds
___ Arsenic and compounds
___ Asbestos
___ Benzene
___ Benzidine
___ Beryllium and compounds
___ Cadmium and compounds
___ Carbon tetrachloride
___ Chloralkyl ethers
___ Chlordane
___ Chlorinated benzenes
___ Chlorinated ethanes
___ Chlorinated naphthalene
___ Chlorinated phenols
___ Chloroform
___ 2-Chlorophenol
___ Chromium and compounds
___ Copper and compounds
___ Cyanides
___ DDT and metabolites
___ Dichloro benzenes
___ Dichloro benzidine
___ Dichloro ethylenes
___ 2, 4-Dichloro phenol
___ Dichloro propane and Dichloro propene
___ 2, 4-Dimethyl phenol
___ Dinitro toluene
___ Diphenylhydrazine
___ Endosulfan and metabolites
___ Endrin and metabolites
___ Ethyl benzene
___ Fluoranthene
___ Haloethers
___ Halomethanes
___ Heptachlor and metabolites
___ Hexachloro butadiene
___ Hexachloro cyclohexane
___ Hexachloro cyclopentadiene
___ Isophorone
___ Lead and compounds
___ Mercury and compounds
___ Naphthalene
___ Nickel and compounds
___ Nitro benzene
___ Nitro phenols
___ Nitrosamines
___ Pentachloro phenol
___ Phenol
___ Phthalate esters
___ Polychlorinated biphenyls (PCBs)
___ Polynuclear aromatic hydrocarbons
___ Selenium and compounds
___ Silver and compounds
___ 2, 3, 7, 8-Tetrachloro dibenzo-p-dioxin (TCDD)
___ Tetrachlorethylene
___ Thallium and compounds
___ Toluene
___ Toxaphene
___ Trichloro ethylene
___ Vinyl chcride
___ Zinc and compounds

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Detroit settlement ends joint logo

By Clark Newsom
presstime labor writer

The Detroit Free Press and The Detroit News went their separate ways July 25 after 10 days of unification under a dual nameplate.

A strike against the Free Press by Local 372 of the Teamsters union that began just hours before the opening of the Republican National Convention in the Motor City brought the rivals together.

The two newspapers are fierce competitors but "cooperate fully on labor matters," they said in a joint statement issued during the strike.

The union struck the Free Press the afternoon of July 12, thwarting months of planning on a special convention-kickoff edition for Sunday, July 13.

The union members had turned down a new contract offer made by the Free Press after accepting a similar offer of the News. But on July 23, they voted overwhelmingly to accept the same settlement package rejected earlier.

Local 372 represents delivery truck drivers and other circulation department employees at both newspapers.

The cooperation between the two Detroit dailies began July 14 when the News printed 40,000 copies of the Monday edition of the Free Press. Roving Teamster pickets, however, prevented delivery of the 16-page, one section paper.

Meanwhile, members of The Newspaper Guild at the Free Press refused to cross the Teamster picket line on instructions from their union. Supervisory editorial employees of the Free Press combined the Tuesday edition with the News, and the so-called "integrated newspaper" appeared with a double nameplate. It was a normal press run with no extra copies printed for the Free Press.

But the next day, the News printed enough copies of the Wednesday edition to cover downtown street sales and some of the Free Press home-delivery routes. About 650,000 copies of the joint edition were sold.

More than one million copies of the Sunday, July 20, edition were printed.

The final joint issue appeared July 24 while the Free Press geared up to produce its own edition July 25.

The last time competing newspapers carried joint nameplates was in 1977 during a 23-day strike by the Guild against the Philadelphia Inquirer and Daily News. The Philadelphia Bulletin published a triple logotype newspaper for eight days during that strike.

The Detroit newspapers rotated the nameplate on the front page so as to give each top billing on alternate days.

The final wage and fringes proposal accepted by Local 372 provided in the first year $31 more in wages and a no-limit cost of living adjustment for any increase past 9 percent in the Consumer Price Index. The package included an improved Blue Cross/Blue Shield program with dental, optical and prescription drug benefits—the cost being totally absorbed by the newspapers.

The News, acting together with the Free Press as the Detroit Newspaper Publishers Association, had negotiated similar economic settlements with 10 other unions comprising the Joint Council of Unions at the two newspapers.

"Obviously," said Don C. Becker, president of the Free Press, "the Teamsters were trying to play us off against the News" when union negotiators insisted on breaking the pattern already agreed to in bargaining with other unions at both papers. □

Guild strikes weekly in British Columbia

A weekly newspaper in the Vancouver, British Columbia, suburb of Delta is continuing publication despite a strike started July 3 by Local 115 of The Newspaper Guild.

The union had been certified last year by the British Columbia Labor Relations Board to represent accounting, advertising, circulation, editorial and production employees of The Delta Optimist. The strike is over terms of an initial contract □

Wednesday
Detroit Free Press
The Detroit News
Cancer inquiry expands
ERA backers lose final try; on with show

NLRB settlement ends Guild strike

A lengthy strike by the Detroit local of The Newspaper Guild against six weekly newspapers in the Detroit suburb of Lincoln Park ended July 11 with an NLRB-negotiated settlement.

The strike against Mellus Newspapers, part of the Panax group, began Sept. 25, 1978, over terms of an initial contract. Publication continued uninterrupted.

Under the terms of the settlement, the newspapers will provide nearly 40 former strikers with $120,000 to be divided as back pay and severance pay.

The Guild has notified Mellus Publisher Ernest L. Nagy that it "no longer claims" to represent the employees. □

Union leader sentenced for labor racketeering

Union leader Douglas LaChance was sentenced June 26 to 12 years' imprisonment and fined $100,00 on labor racketeering charges.

LaChance has resigned his position as head of the independent Newspaper and Mail Deliverers' Union of New York and Vicinity.

Earlier, a federal district court jury had found him guilty of extortion, payoffs and tax evasion [presstime, June, page 44].

The charges involved illegal payments of more than $300,000 by wholesale delivery companies that distribute newspapers, magazines and periodicals to retail dealers.

He is free on $75,000 bail pending an appeal of his conviction. □

Court overturns NLRB order in Baltimore Sunpapers case

A federal appeals court has refused to enforce a three-year-old order of the National Labor Relations Board which directed A. S. Abell Co., publisher of the Baltimore Sunpapers, to provide information about a training program to a union.

In 1977 the board found that the company had violated the Taft-Hartley Act by refusing a request of the Washington-Baltimore Newspaper Guild for information about a program for pressmen's training offered a number of employees working in job classifications under the Guild's labor contract [ANPA Labor and Personnel Relations Bulletin 6480, page 416].

The case arose in 1975 when the company was in new contract negotiations with the pressmen's union. Some members of the Guild were sent to a school in Oklahoma to learn how to operate a press.

The Guild asked the company for the names of those who had been "cross-trained," and the company complied with the request. The Guild then posted bulletins which identified the press-trained employees, labeling them "scabs."

The 4th U.S. Circuit Court of Appeals noted that the Guild made no further use of the information provided by the company.

Later in 1975, the Guild learned that a second group of employees it represented had received press training. It then demanded that the company give it the names and job classifications of all persons in its jurisdiction who had received the training; the time period for such training; the amount of compensation paid, including travel expenses; the purpose of the training; the amount of additional compensation contemplated by the company if those persons operated a press; and whether the company would take disciplinary action against any employee who refused to participate in the training.

When the company turned down the request, the Guild filed charges with the NLRB alleging that the company had violated Section 8(a)(1) and (5) of the act. Subsequently, a complaint was issued.

An administrative law judge recommended dismissal of the complaint, but the board, in a 2-1 decision, ordered Abell to comply with the union's request.

The court noted that despite the "vigorous dissent," the majority board members were satisfied that the information sought was within the category of "wage and related information pertaining to unit employees" and related to one or more provisions in the Guild's contract.

But the court pointed out that an employer is obligated to provide only that information which is relevant to collective bargaining issues.

"Assuming for the sake of argument that the information was presumptively relevant," the court said, "the company had effectively rebutted that presumption by showing the union's prior misuse of similar information"—"to insult the employees involved."

The Guild's failure to demonstrate the relevancy of the information sought "indicates that it is not entitled to it," the court added.

(NLRB v. A. S. Abell Co., July 1, 1980, USCA-4 No. 77-2214) □

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Judge dismisses former employee's suit against Michigan daily and Teamsters

A federal judge has dismissed a lawsuit brought against The Oakland Press of Pontiac, Mich., and Teamsters Local 372 by a former circulation department district manager.

The plaintiff, Marvin Evans, charged that the company and union had violated his rights by failing to arbitrate his discharge under the terms of a labor agreement.

U.S. District Judge Ralph M. Freeman found, however, that the labor agreement at issue had expired prior to the discharge and that the newspaper therefore had no duty to arbitrate the case.

Freeman observed that the U.S. Supreme Court has established that arbitration is solely a matter of contract.

He also dismissed a charge that the former employee had been injured because the company and union, in negotiating a new contract, had not made its terms retroactive.

Freeman found no evidence of either "bad faith motive" or "hostile intent" on the part of the publisher and union, which is "an essential element" to a claim of unfair representation in the context of contract negotiations.

The judge noted that Evans had failed to allege exhaustion of internal union remedies, which provided an additional ground for dismissal.

Finally, he observed that the NLRB had recently ruled that district managers employed by the newspaper are supervisors [presstime, July, page 54]. "This ruling would seem to preclude any cause of action against the Press for failure to bargain in good faith," Freeman said, "since the Press had no duty at all to bargain with the union with respect to plaintiff."

(Evans v. The Oakland Press and Teamsters Local 372, USDC E. Dist., Mich., S. Div., Civil No. 7-72343) □

NLRB elections

Burlington (Vt.) Free Press, IPGCU: A unit of all employees voted 107-62 against representation by Local 779 of the International Printing and Graphic Communications Union.
(NLRB Case No. 1-RC-16887)

Detroit News, ITU: Typographical Union No. 18 failed to obtain a majority vote from credit department employees when the tally of ballots resulted in an 8-8 tie. In a related action, the union withdrew a petition to represent accounting department employees.
(NLRB Case Nos. 7-RC-15738, 15829)

Philadelphia Journal, Guild: Editorial employees voted 23-16 in favor of representation by The Newspaper Guild of Greater Philadelphia, Local 10.
(NLRB Case No. 4-RC-13972)

Trenton (N.J.) Times, Teamsters: Full-time and regular part-time truck drivers voted 26-11 in favor of representation by Teamsters Local 628.
(NLRB Case No. 22-RC-8038)

Trenton (N.J.) Times, Teamsters: Mailroom employees voted 28-5 for representation by Teamsters Local 628.
(NLRB Case No. 22-RC-3169)

Canadian election

Ottawa (Ontario) Journal, Guild: Composing room employees voted 12-10 against representation by The Newspaper Guild in an election conducted by the Ontario Labor Relations Board.

NLRB affirms ruling against IPGCU local

The NLRB has agreed with an administrative law judge that Newspaper Printing Pressmen's Union No. 2 violated the Taft-Hartley Act by suspending from membership two supervisors who crossed picket lines and worked during strikes against the New York Daily News.

At the same time, a three-member board panel expanded on the judge's decision [presstime, March, page 35] by finding that a third supervisor, George C. Maher, also had been affected by the union's unlawful actions.

The NLRB concluded that by posting Maher's name on a "suspended" list immediately after a Newspaper Guild strike, the pressmen's union had "created the impression" that he had been suspended for his refusal to honor the Guild's picket line. Maher actually had been suspended for an unrelated reason more than a year before the strike.

The board panel said this action by the pressmen's union had the effect of restraining or coercing the News in the selection of its representatives for collective bargaining and grievance adjusting in violation of Section 8(b)(1)(B) of the act.

The panel noted that the U.S. Supreme Court has said that union pressure on supervisors can affect either their willingness to serve as grievance adjusters or collective bargainers, or the manner in which they fulfill those functions. Either effect impermissibly coerces an employer in choosing a representative, the court has held.

The record "clearly demonstrates" that the union placed Maher's name on its suspended list "solely because he crossed a picket line" contrary to the union's advice, the panel said.

The union was ordered to "cease and desist" from restraining or coercing the News and to expunge all records of the three supervisors' suspensions.

(New York Newspaper Printing Pressmen's Union No. 2 and New York News Inc., June 16, 1980, 249 NLRB No. 182) □

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Agency judge rules against publisher in discharge of printer and pressman

An administrative law judge has recommended that the NLRB order the Nevada County Publishing Co., publisher of The Union of Grass Valley, Calif., to reinstate two former employees with back pay.

Judge Frederick C. Herzog found that the company had unlawfully discriminated against the two men because of their union activities.

The case arose from an organizing attempt by Central Valley Typographical Union No. 46, the charging union.

Herzog rejected the company's argument that one of the men had quit voluntarily after his request to step down as assistant composing room foreman was denied. In addition, he found that the individual was not a supervisor unprotected by the Taft-Hartley Act, as contended by the company. His supervisory duties were performed only "on a sporadic basis," the judge said, and he "was nothing more than an experienced leadman."

The judge also dismissed the company's contention that the other employee—a pressman—had been discharged lawfully because his work had deteriorated. He noted that the company did not offer any evidence of poor workmanship, such as back issues of the newspapers, to support its claims.

The "close timing" between the discharge and the employee's engagement in union activities supported a finding that the company had violated Section 8(a)(3) of the act, the judge ruled.

In addition to his recommendation that the two men be offered reinstatement, Herzog said that the company should be ordered to reassign—or, if necessary, to dismiss—anyone who had taken their places.

The judge also found that the composing room foreman had unlawfully interrogated employees about their own and others' union activities in violation of the act's Section 8(a)(1). He said the foreman's questions—such as "Have you ever attended any of these union meetings?"—were "couched in terms reasonably calculated" to lead employees to believe that they were under surveillance by the company.

The foreman also had asked an employee, "Do you know who is behind this union stuff?" This, too, violated the act, Herzog ruled.

He recommended that the company be ordered to post a notice to employees to the effect that it will not interfere with their rights under the act.

(Nevada County Publishing Co., d/b/a The Union and Central Valley Typographical Union No. 46, June 3, 1980, JD-SF-162-80) □

Board splits platemaking jurisdiction

The Ontario Labor Relations Board has resolved a jurisdictional dispute over the production of direct plastic printing plates at The Toronto Star by ruling that the work should be split between photoengravers and stereotypers.

The Star had assigned the platemaking work to stereotypers represented by Local N-1 of the International Printing and Graphic Communications Union. The engravers are represented by Local 35 of the Graphic Arts International Union.

Under Ontario labor law, an employer who is a party to labor agreements which contain conflicting language may apply to the board to alter the agreements. The Star had asked the board to settle the dispute.

The company argued that its assignment of the work should be upheld because the engravers had never produced a plate for the press and were not geared to the production demands required. It also noted that the work was performed by stereotypers at The Globe and Mail of Toronto.

The engravers contended that the flow of work desired by the company also could be attained by giving them the entire process. They claimed that engravers had jurisdiction over the work at a number of newspapers in Canada.

The engravers also said the board should look at the function or process and not at the end product, as argued by the stereotypers.

Noting that assignment of the entire process to the engravers would eliminate the stereotyping trade at the Star, the board accepted the conclusion reached in other cases that it "must look to the nature of the work done by the employees and not the use made by the employer of the end product." If the end product were the primary criterion, the board said, the result would be to downgrade the importance of skills, ability and efficiency.

"The process with which we are concerned falls within the traditional craft function of the photoengravers," the board said. "The process draws on the skills of persons trained in the use of cameras and photomechanical equipment."

However, the board said, the labor agreements "suggest a split jurisdiction."

The board said it was "not inclined to be guided" by the practice at The Globe and Mail. The practice in the industry generally "is more compelling" than the practice at a single newspaper, the board said, "albeit one within the immediate area."

The decision directed that when direct plastic printing plates are used, stereotypers' work "shall consist of processing such plates from printing frame exposure of negatives to plates, washout or development, and the preparation of such plates for attachment to the press, but shall not include the making or stripping of negatives." □

Recent contract settlements

Buffalo (N.Y.) Courier-Express, Mailers: Agreement reached on three-year contract retroactive to Sept. 11, 1978.

Denver Publishing Co., ITU: Three-year contract expires March 31, 1982.

Detroit News, Teamsters: Three-year settlement effective July 18, 1980.

Phoenix (Ariz.) Newspapers, Pressmen: Three-year contract retroactive to Oct. 1, 1979.

(Details in ANPA Labor & Personnel Relations Letter No. 4, July.)

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Computer maintenance work divided between Guild and ITU

In a rare tripartite arbitration proceeding ordered by a federal district court, an arbitrator has found A.S. Abell Co., publisher of the Baltimore Sunpapers, in violation of two labor agreements as they apply to jurisdiction over maintenance of computer equipment.

Arbitrator Milton Rubin held that employees represented by Baltimore Typographical Union No. 12 are entitled to maintain computer equipment in the composing room, and employees represented by Washington-Baltimore Newspaper Guild Local 35 have jurisdiction over all other computer equipment in the plant.

The dispute arose in 1974 when the company hired several technicians with the job title "assistant manager, mechanical production" to provide in-house maintenance. The assistant managers and their supervisor were not included in any bargaining unit.

Subsequently, the Guild filed a grievance. An arbitration commenced in January 1975 but was recessed to enable the Guild and the company "to re-examine the situation."

Later that year, Typographical Union No. 12 also filed a grievance claiming jurisdiction over maintenance of the equipment in the composing room. The union moved in U.S. District Court for a tripartite arbitration to determine both unions' claims, as well as the contractual propriety of hiring people outside the bargaining units to do the work.

The company was unsuccessful in attempting to resolve the matter through the NLRB, and in October 1977, the district court—which had deferred consideration pending the NLRB's response—ordered the arbitration. The company then appealed to the 4th U.S. Circuit Court of Appeals, which affirmed the district court's order.

The two unions filed their "demand for arbitration" with the American Arbitration Association in January 1979; the arbitration hearings began in December 1979; and Rubin's award was issued May 31.

The contracts Rubin found the publisher had violated were effective from June 4, 1973, to June 3, 1975, in the case of the Guild, and from Jan. 1, 1974, to Dec. 31, 1976, in the case of the Typographical Union.

Rubin noted that prior to 1974, electricians represented by the Guild serviced computer equipment, with the exception of equipment in the composing room which was maintained by Typographical Union machinists.

Because of contractual language, the arbitrator found that the work in the composing room could be performed by factory representatives or by outside technicians who are not employees of Abell.

As a remedy, he directed that the company compensate the unions' members for any loss of money and "other benefits."

Rubin said he realized that his decision dividing the maintenance work between the two unions will require the company to create two groups of employees from separate bargaining units.

He added that if any problems arise in implementing his award, the disputes "shall be submitted to expeditious arbitration." □

Additional arbitration awards

Lansing (Mich.) State Journal, ITU: Alan Walt ruled that the company did not violate the labor contract when three printers voluntarily transferred from the composing room to become technical service employees in the non-unit building maintenance department.

Mobile (Ala.) Register and Press, IPGCU: Clair V. Duff set the terms of a new contract effective May 1, 1980, through April 30, 1982. His award eliminated pressroom manning from the agreement.

Newark (N.J.) Star-Ledger, IPGCU: Howard M. Golob ruled that the pressmen's contract was not violated when the foreman filled an opening for a regular apprentice with the applicant he considered most qualified.

Newark (N.J.) Star-Ledger, ITU: David M. Beckerman reduced from 21 to six days the disciplinary suspension of a proofreader for neglect of duty.

San Francisco Newspaper Printing Co., Teamsters: Francis Richard Walsh sustained the discharge of a circulation department district manager for vandalism (taking keys from the ignitions of trucks not assigned to him).

San Jose (Calif.) Mercury and News, Guild: Armon Barsamian ruled that an increase in automobile mileage rates based on the Consumer Price Index took effect Jan. 1, 1980, even though the labor contract covering the subject expired Dec. 31, 1979.

Toronto Star, Guild: J. Robert S. Prichard, in separate awards involving the same circulation department district representative, upheld a two-week disciplinary suspension for gross insubordination (foul and abusive language directed at a supervisor) and found that a letter of reprimand for misbehavior in handling collection money had been properly made a part of his employment record.

Washington Post, Guild: Nicholas H. Zumas found that the company had properly deducted unemployment compensation benefits from back pay given a discharged employee who had been reinstated as a result of a prior award.

Waukegan (Ill.) News-Sun, Guild: Samuel Edes ruled on the basis of past practice that contract benefits for full-time employees, such as paid holidays and vacations, leaves of absence and severance pay, did not apply to part-time employees.

Wilmington (Del.) Morning News and Evening Journal, ITU: Robert A. Gorman ruled that the company did not violate an agreement with the union when it transferred several employees from the composing room to the Technical Services Group as system managers.

Woodbridge (N.J.) News Tribune, ITU: Daniel F. Brent held that the company did not violate the labor agreement by transferring a printer from a day shift to a night shift and by refusing to maintain the "status quo" pending a decision by the arbitrator.

(Full texts available from the ANPA Labor and Personnel Relations Department.)

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Workers' changing values spur new employee-relations focus

By Patricia P. Renfroe

Changing personal and economic values of employees, as well as altered expectations of the quality of their work life, will force even greater changes in the newspaper personnel operations than have occurred in the past decade. This change in personnel systems was the focus of the annual conference of the Newspaper Personnel Relations Association in New Orleans.

"The result of these social changes," said George Veon, vice president of human resources for Lee Enterprises Inc., Davenport, Iowa, and immediate past president of NPRA, "produces younger middle managers inclined to believe that work should provide meaningfulness and fulfillment, with a greater emphasis placed on non-work related activities."

All these trends indicate that the 1980s will be "the decade of the employee," Veon said. Thus, a closer look will have to be taken at social changes and employee values by those involved in the human resource function. This will result in an increased focus on recruitment, selectivity in assignment, job enrichment, flexible work hours, employee option of benefit program entitlement and an even heavier emphasis on training and development, he added.

Training is not a luxury and will become increasingly institutionalized with concentration on improving productivity, performance and professionalism, Robert W. Surles, development and employment manager, Air France (New York), told the conference. In combating these needs, management should develop a strategy of commitment for making the necessary changes, he added.

Newspapers will continue to play training catch-up in the 1980s, according to Thomas Speed, director of training, Atlanta Newspapers. However, he sees a move in this decade away from the reactive mode of training to the human resource development function where the emphasis will be on people management and development.

In the 1990s, Speed said, management should create a total human resource environment where department heads function as in-house consultants and are responsible for the training and development of their people and where training success is measured on-the-job.

Speed pointed out that newspaper training programs should include such units as advertising sales, circulation management, equal employment opportunity, management of change, productivity improvement, management of technological change, labor relations, basic management skills, problem solving and decision making, and system management.

Another theme on changing ideas was the attitude survey, discussed by Thomas W. Riebock, assistant director of employee and labor relations, The Dispatch Printing Co., Columbus, Ohio.

If used correctly, the attitude survey can be a very effective communications tool provided it is a carefully planned endeavor, Riebock said. Management should decide why information is wanted and to what use it will be put. The very nature of an attitude survey creates a high degree of interest; therefore, the results must be dealt with honestly. Time and management should be available to analyze and prepare the results. Feedback, perhaps in the form of a follow-up questionnaire, should spell out the specific findings and create an atmosphere of trust, he added.

The 32nd annual conference included other workshops which addressed such ongoing newspaper personnel issues as compensation, personal and career development, performance reviews, automation of human resources records keeping and reporting, men's expectations of women managers, management of stress, selection of consultants and training programs.

Nearly 150 personnel and labor relations specialists attended the June 15-18 conference.

At the annual business meeting, Robert B. Higdon, employee relations manager of The Detroit News, was elected NPRA president, succeeding Veon. □

Susan O'Dell, personnel manager of Madison (Wis.) Newspapers Inc., conducts a workshop on compensation at the NPRA annual conference in New Orleans.

Renfroe is ANPA manager/personnel relations. At the conference, the NPRA board appointed her to the additional post of NPRA executive secretary-treasurer, succeeding Clark Newsom who served in that role 15 years and is now labor writer for presstime.

Personnel systems need good communications

By Ashton Phelps Jr.

The value of personnel relations at a newspaper has come to mean something very special to us at The Times-Picayune and States-Item in recent years. One of our editors used to comment that he marveled that it took only a few minutes to get something in print while it often took days to get communications across 90 feet of the newsroom.

We have seemed at times as incapable of good communications of those matters we wanted to communicate as we were capable of fast communications of those things we did not want to communicate. The quickest moving communications in a newspaper are often rumors and miscommunications.

Ashton Phelps Jr.

Communications is at the very heart of personnel relations—the very pulse beat of dealing with people—and that's what personnel relations is all about.

In the '80s in the newspaper business, there is a new outlook in dealing with and in training newspaper personnel. We have for generations been communicators. But at times, the communications between those at all levels has been, at best, mediocre to poor. We were too busy telling our readers what was going on to be aware of human interaction going on before our eyes.

There is, obviously, a yearning for a feeling of belonging by employees in American business today, and the newspaper industry is no exception. We have made fantastic, almost unbelievable, technical strides in the last few years, and you need only to look at the changes in pressrooms or composing rooms or newsrooms. It's quite a change from those clacking typewriters and wire service printers to the almost silent keyboards of the VDTs.

Those of us at The Times-Picayune and States-Item work hard at trying to maintain the flow of information between employees and supervisors. We know that the basic communications link between employees and the company must be the front-line supervisors. We encourage all supervisors to work hard at communications.

However, we know equally well that because of human nature, the supervisor/employee communications link sometimes needs backup. As a safety valve for when the basic link does not work, our personnel manager interviews each employee each year on the anniversary date of employment to find out the employee's feelings about the job, the company, and to solicit ideas.

Communications is at the very heart of personnel relations—the very pulse beat of dealing with people—and that's what personnel relations is all about.

As publisher, I meet at least once a year with each of the employees of the company—and that includes all departments—in groups of 10 or 20 from a department. I personally feel that communications and training are so important that I, as publisher, join our personnel manager, Beth Adams, in all training sessions for new supervisors.

The amazing thing is that no matter how much or hard we try, there is always some communication we are failing to get.

The basic tenet of our personnel program is, "Every individual has his or her dignity." If we can build our program on that principle, we will succeed.

We should bear in mind that every person is important to someone—to a family or to one's self. That person should be made to feel that he or she is important to the company. That feeling of importance must be conveyed without overstatement or understatement. Not only must it be communicated, but an aura of understanding made to exist at the same time.

We, as personnel supervisors, must communicate to employees and staff members what is important to the company, and, equally so, we *must* hear what is important to them. □

Phelps, president and publisher of the Times-Picayune Publishing Corp., New Orleans, delivered this speech in New Orleans June 15 at the Newspaper Personnel Relations Association's annual conference.

Guild sets higher top minimum goal

A $900-a-week top minimum wage goal for experienced employees in "key" job classifications has been set by The Newspaper Guild.

The new goal is $75 above that established a year ago.

Departments listed as having key classifications in the Guild's collective bargaining program are advertising sales (inside and outside), business office, circulation, data processing, editorial and electronic maintenance.

Delegates to the Guild's annual convention in Toronto also increased the goal for the starting minimum for key classifications from $550 to $600.

The goal for the top minimum in all other classifications went from $412.50 to $450, or one-half that for key classifications.

The Guild said it hopes to have the experience requirement for top minimum in any job classification set at no more than two years.

The highest reporter top minimum currently is at The New York Times—$616.07 a week after two years. □

Guild members voting on new pact with UPI

United Press International and the Wire Service Guild July 15 reached tentative agreement on a new, three-year contract, averting a strike scheduled to commence at 4 p.m. that day.

The agreement, to be ratified by mail ballot and retroactive to April 16, will raise weekly pay for top reporters and photographers by $80.01 to $512.85 over the next three years. Negotiations started March 13. □

Talks resume, but mill strikes go on

As the walkout at some mills entered its fourth week, contract talks between Abitibi-Price Inc. and the Canadian Paperworkers Union resumed July 21 in an effort to halt the CPU strike that has idled six Abitibi newsprint mills in eastern Canada.

A new company offer for a four-year contract reportedly was on the bargaining table. Workers rejected a three-year pact in late June [presstime, July, page 49].

Negotiations were continuing between Abitibi-Price and a second striking union, the Confederation of National Trade Unions.

CPU strikers picket Abitibi-Price mill in Thunder Bay, Ontario.

Talks between the CNTU and Consolidated-Bathurst Inc. were suspended as of press time. CNTU strikes have closed three Abitibi newsprint mills and one Consolidated-Bathurst newsprint mill.

In all, 10 newsprint mills are involved in the Canadian strikes that began in late June and early July.

The striking mills account for more than 21 percent of the estimated Canadian newsprint capacity.

As the strikes began, newsprint stocks of U.S. publishers rose to an average of 50 days in June (see chart, facing page). This was the highest level since February 1977, according to ANPA Manager Newsprint/Traffic Joseph F. Prendergast Jr. The June figure was up from 42 days in May and compares with 37 days a year ago.

The Canadian newsprint labor picture contrasts dramatically with that in the United States:

- At St. Regis Paper Co.'s Southland Division in Lufkin, Texas, an agreement recently was signed by members of the United Paperworkers International Union for a new three-year contract with wage increases of 8 percent in each of the years. Meanwhile, another union there, the International Brotherhood of Electrical Workers, struck for one day July 14.
- At Manistique Pulp & Paper Co. in Manistique, Mich., UPIU members agreed to a new two-year contract with wage increases of 9.9 percent in the first year and 9 percent in the second.
- At Bowater Southern Paper Corp., Calhoun, Tenn., an agreement has been ratified by members of the UPIU; no details were available.
- At Boise Southern Corp., DeRidder, La., an agreement has been reached with members of the UPIU on a new three-year contract with wage increases of 8 percent in each of the years.
- At Great Northern Paper Co., Millinocket, Maine, agendas were exchanged June 13, and meetings were in progress. □

Newsprint notes

Donohue Malbaie Inc. announced plans July 2 to spend $785,000 on a new winder for the No. 3 paper machine at its Clermont, Quebec, mill. Company officials said the winder will improve newsprint roll quality, increase speed and make work assignments easier for papermakers. Delivery and installation could take up to 20 months, the company said. Donohue Malbaie Inc. is a subsidiary of Donohue Inc. and The New York Times Co.

***

Great Lakes Forest Products Limited has received a $38-million grant from the Ontario and Canadian governments to help modernize two mills, including its Thunder Bay, Ontario, newsprint mill.

***

The **Reed Paper Ltd.** Board of Directors has approved in principle a reorganization of the firm involving combination of Reed Paper Ltd. with its wholly owned subsidiary, Reed Ltd., and with Reed-Anglo Ltd. The amalgamation would be a wholly owned subsidiary of Reed International Ltd. which indirectly holds, through Reed-Anglo Inc., 87 percent of the outstanding voting shares of Reed Paper Ltd. The change requires approval by several parties, including holders of two-thirds of the publicly held shares of Reed Paper Ltd.

***

Canadian International Paper Co. received the 1980 Environmental Improvement Award of the Chemical Institute of Canada for development of Sulphonated Chemi-mechanical Pulp or SCMP. Compared to chemical pulping processes, this new pulp-making process reduces pollution by 80 percent and is more cost-effective. The SCMP pulp yield also is reported to be more than 90 percent of the original wood fibre, and the product approaches the strength of chemical pulp. SCMP is patented in Canada and the United States. It has been sold to Abitibi-Price Inc., which plans to install an SCMP unit at its Thunder Bay, Ontario mill. □

Correction

The new newsprint machine at the Boise Southern Co. paper mill at DeRidder, La. is owned by Boise Southern Co., a partnership between Boise Cascade Corp. and Southern Natural Resources Inc. Price Co. Ltd. has an interest in one newsprint machine at the mill, but not in the new machine as reported in the July edition of presstime (page 49). □

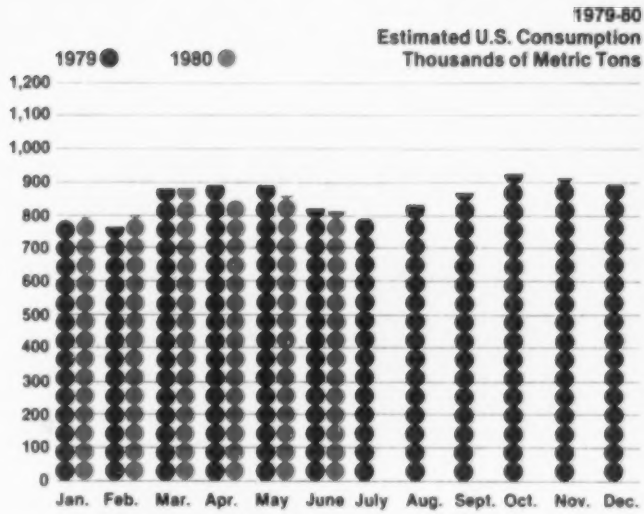
Consumption declines third straight month

Consumption of newsprint in the United States declined in June for the third consecutive month when compared with the same month a year earlier, preliminary estimates indicate.

Estimated U.S. newsprint consumption of all users in June was 811,000 metric tons, down 0.4 percent from June 1979.

For the first six months of the year, newsprint consumption in the United States totaled 4,977,000 metric tons, a 0.6 percent decrease compared to the same period in 1979.

Estimated consumption of U.S. daily newspapers in June was 639,151 metric tons, down 0.7 percent from June 1979. The six-month total of 3,860,842 was a 0.3 percent decrease from the same period last year. □



June 1980 figures are preliminary.
April and May 1980 figures are revised.

Estimated consumption of all U.S. daily newspapers[1]

Region	May 1980	May 1979	% Change
Northeast	166,379	169,379	- 1.8
North Central	160,645	177,552	- 9.5
South	200,786	200,746	+0.02
West	144,823	146,005	- 0.8
Circulation size			
0-25,000	58,303	60,178	- 3.1
25,001-100,000	116,916	119,064	- 1.8
over 100,000	497,414	514,440	- 3.3
May totals	672,633(r)	693,682	- 3.0(r)
Five-month totals	3,221,691(r)	3,227,717	- 0.2(r)
Region	**June 1980**	**June 1979**	**% Change**
Northeast	157,584	155,443	+ 1.4
North Central	155,238	163,894	- 5.3
South	189,195	187,438	+ 0.9
West	137,134	137,108	+0.02
Circulation size			
0-25,000	53,913	55,246	- 2.4
25,001-100,000	116,381	111,226	+ 4.6
over 100,000	468,857	477,411	- 1.8
June totals	639,151(p)	643,883	- 0.7(p)
Six-month totals	3,860,842(p)	3,871,600	- 0.3(p)

Estimated consumption of all U.S. users

	1980	1979	% Change
April totals	847,000(r)	885,000	- 4.3(r)
May totals	858,000(r)	886,000	- 3.2(r)
June totals	811,000(p)	814,000	- 0.4(p)
Six-month totals	4,977,000(p)	5,006,000	- 0.6(p)

Production

	Canada	U.S.A.	North America
June 1980	717,251	356,474	1,073,725
June 1979	719,675	305,815	1,025,490
Increase or decrease	- 2,424 -0.3%	+ 50,659 + 16.6%	+ 48,235 + 4.7%
Six months 1980	4,547,367	2,096,212	6,643,579
Six months 1979	4,357,133	1,783,641	6,140,774
Increase or decrease	+ 190,234 +4.4%	+ 312,571 + 17.5%	+ 502,805 +8.2%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
June 1980	517,898	85,711	128,465	731,874
June 1979	530,878	84,608	118,275	733,761
Six months 1980	3,221,496	504,428	790,963	4,516,887
Six months 1979	3,165,034	482,112	693,655	4,340,801
From U.S. mills				
June 1980	336,693	——	9,809	346,502
June 1979	297,293	——	6,716	304,009
Six months 1980	2,007,488	——	69,038	2,076,506
Six months 1979	1,743,369	——	38,962	1,782,331
From North American mills				
June 1980	854,391	85,711	138,274	1,078,376
June 1979	828,171	84,608	124,991	1,037,770
Six months 1980	5,228,964	504,428	860,001	6,593,393
Six months 1979	4,908,403	482,112	732,617	6,123,132

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply) in transit)
May 1980	748,729(r)	35	7
May 1979	609,057	27	6
June 1980	801,233(p)	41(p)	9(p)
June 1979	625,170	29	8
Canadian mills			
June 1980	192,174	--	--
June 1979	201,062	--	--
U.S. mills			
June 1980	36,057	--	--
June 1979	21,340	--	--

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons

[2]Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised
(p) = preliminary

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Dailies vying for bigger bite of Big Apple

By C. David Rambo
presstime staff writer

Summer's heat waves have been joined by rising temperatures of another sort in New York City, as The Big Apple has begun to boil in increasing newspaper competition.

The developments:

• The New York Daily News, the morning tabloid whose circulation has decreased about 23 percent since 1970, on June 22 announced plans for "the most ambitious editorial improvement program in the newspaper's 61-year history." It will include a new late-afternoon edition expected to begin publication in the fall.

• The New York Post, for years the city's only afternoon newspaper and which has enjoyed increasing circulation since 1976 when it was bought by Rupert Murdoch, on July 22 began publishing new morning and late-afternoon editions. They are meant to counter the Daily News competition, Post officials say.

• The Wall Street Final, an afternoon, 16-page tabloid which Publisher Michael Goldstein says he plans to continue to beef up with more local stories, published its first issue June 16 [presstime, July, page 59].

One newspaper market analyst explains that the basis for the Daily News and Post expansions can be seen in a fish-or-cut-bait framework. Those newspapers "are not making enough money to justify their existence, yet they're not losing enough to shut down," says Edward E. Dunleavy, vice president of Merrill Lynch, Pierce, Fenner & Smith Inc. in New York City.

"Now they want to make clear" their fates by stepping up efforts to succeed, he adds. (The Daily News, holding about 38 percent of newspaper advertising linage in New York City in 1979, continues to show profit; the Post, with less than 7 percent of linage in 1979, predicts a loss this year.)

How long will it take to know the outcome? "It depends on who wants to bleed for how long," Dunleavy says.

But Henry "Buzz" Wurzer, executive vice president and director of sales and advertising at the Daily News, says that "although we're certainly aware" of what the Post and others are doing, "we really look at it from our own perspective" and not in terms of a 'newspaper war.'

"For the past eight to nine months, we've been reassessing our role in the New York marketplace," he says. A readership study showed that while the 1.7-million circulation Daily News has loyal readers "who are very much in tune to our present product," circulation has dropped because of a "decreasing frequency" of readership.

"We have more one, two and three-time (per-week) readers" now than in previous years, Wurzer reports, adding that the newspaper hopes to regain a day or two in readership frequency and thus boost its total circulation.

Panax Corp. plans to sell all of its dailies, weeklies

By Marna Perry
presstime staff writer

Panax Corp., the Lansing, Mich.-based newspaper group, has announced it intends to sell all its newspapers and commercial printing facilities within 12 months following stockholder approval.

The plan was revealed July 16 with the announcement of the sale of three Panax dailies and one weekly in Michigan's Upper Peninsula region to Thomson Newspapers of Toronto.

James G. Shuman, assistant to Panax president John P. McGoff, told presstime the company decided to divest itself of its six dailies, 29 non-dailies, and two commercial printing and composition plants because "offers were made that seemed good, and it appeared an opportune time to sell."

Shuman also said that McGoff, the company's principal shareholder, "felt there was no more fun in this business.

"There have been personal attacks on him because of his papers' editorial positions; he was painted as being arch-conservative," Shuman said [presstime, April, page 13]. "I think that hurt him. So now he wants to get into other areas he can enjoy."

McGoff, who could not be reached for comment, co-owns with Richard Mellon Scaife the Sierra Publishing Co., which has 17 California newspapers including The Sacramento Union. That firm is not involved in the liquidation plans, Shuman said.

Although Panax reported that currently there are no firm arrangements or agree-

He says the Daily News plans to do that by carrying 16 to 23 more pages, with expanded general news, a different feature section each day, a new "Manhattan" section plus eight regional sections with efforts toward regional classifieds.

According to Wurzer, the Daily News expects to spend between $15 and $20 million over the next two years; hire 200 to 400 new people in all departments; and beef up its promotion operation by $4 to $6 million in the next year and a half.

The first edition of the afternoon Daily News will go to press tentatively at 3:30 p.m. and carry late stock prices. Later editions will carry closing prices and racing results, the company says.

The afternoon newspaper will be edited by Clay Felker, former editor of New York and Esquire.

There is no love lost between Felker and the Post's Murdoch. Several years ago, Murdoch purchased Felker's New York magazine, and he proceeded to change it in ways which displeased Felker.

Because of a labor dispute, Murdoch's latest volley in the 1980 battle of Gotham was a day late being fired.

The first morning edition of Murdoch's Post had been scheduled to appear Monday, July 21. But members of the Newspaper and Mail Deliverers' Union of New York and Vicinity, an independent union, failed to show up to deliver the newspaper.

The Post canceled later editions that day and shut down while it pursued legal remedies.

The union agreed to end the work stoppage after a federal district court judge found it guilty of contempt and threatened a fine of $50,000 a day if it continued to violate a July 18 restraining order. Drivers reported for work in time to distribute the next day's morning editions, which go to press at midnight and 10 a.m. A late-afternoon edition also launched July 22 goes to press at 5 p.m , carrying closing market prices. A similar final-stocks edition was dropped several years ago.

The Post also says it will hire more staff.

The third player in the skirmish for readers, The Wall Street Final's Goldstein, says he'll be watching what the Daily News and Post do and "reposition" his newspaper accordingly. The Final, however, is a specialized product—"We're going to be promoting as New York's afternoon business newspaper," its publisher says—and is geared for a different, homeward-bound audience.

Nevertheless, Goldstein boasts that the Final will be able to beat the Post in getting closing stock prices on the newsstands because its smaller size enhances speed in production.

At the same time, he admits to having start-up difficulties in both production and distribution. "We've been selling close to 8,000 or 9,000 papers," he reports. "We've got to get more papers out on time to more newsstands."

Meanwhile, Arthur Ochs Sulzberger, publisher of The New York Times, offers no prediction on how developments might affect his newspaper. It is pretty much agreed, however, that whatever happens at the Daily News, Post or Wall Street Final will have little impact on the Times because it appeals to a different audience.

The arena of most interest to Timesmen at this point is on a national scale, with their plans for a regional printing plant in Chicago [presstime, May, page 62]. That facility will produce the Times for the surrounding nine-state area with suggested newsstand prices of 50 cents for daily editions and $2 for the Sunday edition, Sulzberger says. Starting date was not announced by press time.

The Wall Street Journal also has been silent on The Big Apple activity. "I would tend to doubt that it would have much of an impact" on the Journal because of the Journal's professional, specialized audience and national circulation, says Everett Groseclose, director of public affairs for the parent Dow Jones & Co. Inc.

The New York City-based business daily has some important changes of its own to monopolize its attention. Just this summer the Journal broke with tradition and began publishing a second section with expanded editorial content. □

ments in principle for sale of the corporation's assets besides the Thomson transaction, Shuman said other offers "have been coming in."

Reliable industry sources said they expected the remainder of the Panax newspapers to be sold as a package after McGoff returns from vacation this month.

Panax said under the liquidation plan, all sales proceeds remaining following the 12-month sell-out period would be distributed to stockholders in complete liquidations. Any assets which cannot be sold within the year's span would be distributed to a liquidating trust for benefit of the shareholders.

Panax said it would issue more details on the liquidation plan Aug. 4 at a special shareholders' meeting. □

Recent acquisitions

Thomson Newspapers Inc., Toronto, is acquiring three Michigan dailies from Panax Corp., East Lansing, Mich.: Iron Mountain News; Escanaba Press; and Marquette Mining Journal; total circulation 37,000.

Gannett Co. Inc., Rochester, N.Y., is acquiring The Reporter, Lansdale, Pa., daily circulation 20,000.

The Donrey Media Group, Fort Smith, Ark., acquired the Picayune (Miss.) Item, daily circulation 5,281.

Newspapers of New England Inc., Concord, N.H., acquired the Valley News, Lebanon, N.H., daily circulation 13,363.

Capital Cities Communications Inc., New York City, acquired two Oregon dailies from the Democrat-Herald Publishing Co., Albany: Albany Democrat-Herald; and Ashland Tidings; total circulation 26,182. □

Carter named TV anchor

Former State Department spokesman Hodding Carter III has been appointed anchorman and chief correspondent for a proposed weekly public television series on the press [presstime, July, page 60]. Carter, who addressed ANPA's Convention earlier this year [presstime, May, page 16], is a one-time editor and assistant publisher of the Delta Democrat-Times, Greenville, Miss. □

For ANPA Credit Bureau Inc., the recession means business

By Marna Perry
presstime staff writer

The recession is putting the pinch on newspapers, with some financially strapped advertisers neglecting their bills. But hardship has spawned a boom elsewhere, as ANPA Credit Bureau Inc. expects a 150-percent increase this year in the number of accounts it receives for collection.

Credit Bureau Vice President James Ralph says CBI is handling more claims from existing subscribers and is rapidly gaining new clients—leading to a 78-percent increase in its newspaper subscribers since 1978.

Ralph says the number of credit inquiries received by the ANPA subsidiary through June of this year was up about 23 percent from a year ago. He adds that there has been an unprecedented rise in retail accounts turned over to the 90-year-old credit bureau in the last year.

"Newspapers before were in the habit of sending national accounts to us for collection, but now (for the past few years) there are many more retail accounts coming in," Ralph remarks.

The Newspaper Center-based credit bureau, which services newspaper, magazine, radio and television subscribers throughout North America with its eight-person staff headed by Ralph, provides:

- Collection service for any delinquent, commercial advertising account on a 10-percent basis contingent on collection. The fee does not include attorney charges and court costs, which are incurred only with the subscriber's permission.
- A Credit Index and updating bulletins, including a credit-checking manual of pertinent data on more than 600 advertising agencies as well as on hundreds of mass marketers and their corporate ownership and identifications
- Free answers to unlimited credit inquiries on more than 4,000 advertising agencies and more than 200,000 other advertisers; the bureau also can develop a report on any other advertiser in a matter of hours
- A monthly, confidential report listing claims received for collection in the preceding month
- Credit bulletins alerting subscribers to fraudulent operations and other significant developments in the advertising field
- Periodic credit management seminars. □

James Ralph

Our Freedom
Safeguards Your Freedom

National Newspaper Week, October 12-18

A stylized close-up of the Statue of Liberty superimposed over the wording of the First Amendment will symbolize the 1980 observance of National Newspaper Week, sponsored annually by the Newspaper Association Managers. A promotional kit containing material for all newspaper departments is scheduled to be available by the middle of this month. For further information, contact Donald M. Fitzgerald, executive director of the Kansas Press Association, P.O. Box 1773, Topeka, Kan. 66601.

Bill Mullen resigns as NNA staff head; successor sought

William G. Mullen, who headed the staff of the National Newspaper Association for the past three and a half years, has resigned.

The NNA Board of Directors July 17 announced, without comment, that it had accepted the resignation, effective Aug. 1, and had launched a search for Mullen's successor.

NNA President William C. Rogers, editor and publisher of the Forest Blade, Swainsboro, Ga., said that while the resignation may have surprised many people in the newspaper business, "the possibility had been discussed for several months" between the board and Mullen.

"We wish Bill well in his future endeavors," Rogers said, adding that NNA will honor the terms of Mullen's one-year employment contract. The NNA president would not comment on the reasons for Mullen's departure; nor would Mullen.

However, Association Trends, a weekly magazine for association executives, reported the resignation was brought on because the association "had two red-ink years."

Rogers said the NNA board hopes to have a successor in the job by autumn, but no target date has been set. Ideally, he said, the successor would have a journalism background and association experience. The seven-member search committee is headed by James Cornwell of The Murray (Utah) Eagle.

Until a successor is chosen, the association of 5,000 weekly and 500 small daily newspapers will be run on a daily basis by the officers. Rogers said he will handle affairs concerning government and legal matters and the association's newspaper, Publishers Auxiliary; NNA Vice President Robert E. Bailey Sr. of the Buhl (Idaho) Herald will handle membership services; and Treasurer John F. McMaster of The Public Spirit of Ayer, Mass., will handle financial affairs.

Mullen joined NNA in 1970 as staff counsel. He later became general counsel and took over staff reins as executive vice president in January 1977, upon the retirement of Theodore A. Serrill. □

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about governmental transportation regulations which may affect newspapers' shipments of newsprint and equipment.)

The Interstate Commerce Commission has approved **general freight-rate increases** for U.S. railroads, ranging by commodity and region from 1 percent to 20.9 percent. Rates averaging 3.7 percent higher in the South and 6.2 percent higher in the West took effect July 12; rates averaging 5.2 percent higher in the East will become effective Sept. 1. The ICC said the increases were justified because the railroads incurred rising costs of $1.6 million since the last nationwide increase in March. New rates should yield an additional $1.5 million in revenue, the ICC added.

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The ICC will investigate a one-year, 1.2-percent, **fuel-based surcharge** it allowed railroads to implement April 11 for traffic moving to, from and within the West. The surcharge is intended to offset a shortfall of revenues between fuel-related rate increases and fuel cost increases from Oct. 1, 1978, to Sept. 30, 1979 [presstime, May, page 62].

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The ICC again extended, this time until Aug. 1, operating authority of 13 railroads over embargoed portions of the Chicago, Milwaukee, St. Paul & Pacific Railroad (**Milwaukee Road**), which is undergoing reorganization [presstime, June, page 13]. Meanwhile, the Milwaukee Road and the Chicago and North Western Transportation Co. are considering coordination of service which they said would eliminate duplicate lines and allow more efficient use of remaining facilities.

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A U.S. District Court judge has authorized the **Chicago, Rock Island & Pacific Railroad** to abandon its entire system [presstime, June, page 13]. But the judge ordered the railroad not to remove until December any track on lines other railroads are considering for purchase. Service over portions of the Rock Island will be provided by 16 other railroads until Aug. 31. Meanwhile, the ICC has approved a proposal by the St. Louis Southwestern Railway to purchase the Rock Island's "Golden State" route between Santa Rosa, N.M., and St. Louis.

•••

A U.S. District Court judge has ordered the sale of the bankrupt **New York, Susquehanna & Western Railroad**, which has track only in New Jersey and which has been in reorganization since 1976, to Delaware Otsego Corp. of Cooperstown, N.Y., for $5 million. The sale is subject to approval of the ICC and New Jersey Department of Transportation. Delaware Otsego, parent of five small railroads in New York and Pennsylvania, was formed by shippers in 1966.

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The Association of American Railroads has announced two **new information services for railroads and shippers.** The first service, EMBARGO—offered each weekday at 4 p.m. EDT—provides a report of railroad embargoes issued, cancelled or amended that day. The second service, RAIL, provides information on abnormal weather conditions and other matters of interest. Both reports are available from Western Union's FYI service via Telex 8513 and TWX 710-988-5956 or 910-221-2115 by using the code words "EMBARGO" and "RAIL." For further information, contact Mary-Ann Thompson of Western Union at (202) 624-0182.

•••

Freight traffic increased slightly on major U.S. railroads during the first half of 1980, with an estimated 463 billion ton-miles, representing a 3.8-percent increase over the comparable period in 1979, according to the Association of American Railroads. Carloads of pulp, paper and allied products for the period totaled 552,067, representing an increase of 2,062 cars or 0.4 percent, compared to 550,005 cars for the same time last year.

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The ICC has lowered the **fuel-recovery surcharge** for truckload traffic from 13.5 to 13 percent. The surcharge for less-than-truckload traffic performed by carriers not using owner-operators increased from 2.2 to 2.3 percent. Fuel surcharges for bus companies increased from 4.9 to 5 percent [presstime, April, page 17].

•••

The Transportation Department's Bureau of Motor Carrier Safety has allowed a **driver-log exemption** for drivers and carriers operating motor vehicles interstate within a 100-mile radius of where they report for work. Drivers must return within 12 consecutive hours to qualify. The new rule is expected to reduce the paperwork of drivers and motor carriers while retaining adequate controls over service hours. For more information, contact ANPA's Newsprint/Traffic Department at The Newspaper Center. □

Truck deregulation bill signed

President Carter July 1 signed into law the Motor Carrier Act of 1980 which essentially rewrites the Interstate Commerce Act of 1935 and many subsequent trucking laws [presstime, July, page 35].

The law eases new firms' entry into the trucking industry and existing firms' expansion.

It also allows trucking companies more freedom to raise or lower rates, gradually ends truckers' antitrust immunity for setting joint rates, and loosens regulations which restrict service and inhibit fuel-saving operations.

And in a related development, Florida on July 1 became the first state to deregulate its trucking industry completely. Its only motor-carrier requirements now involve inspection of truck equipment by the Florida Department of Transportation.

On another front, the U.S. House of Representatives resumed consideration of its rail reform bill (HR 7235) in late July but hit a snag over the issue of rate increases.

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ANPA news

New members

Cobourg Daily Star

Cobourg, Ontario (circulation 4,917), James Johnston, publisher.

Hunterdon County Democrat

Flemington, N.J. (circulation 22,159), H. Seely Thomas Jr., publisher.

Delaware Valley News

Frenchtown, N.J. (circulation 3,351), H. Seely Thomas Jr., publisher.

The Wall Street Final

New York City (circulation 20,000), Michael Goldstein, publisher.

THE PRINCETON PACKET

Princeton Packet Inc., Princeton, N.J., group of eight newspapers: The Princeton Packet, Hillsborough Beacon, Franklin News-Record, Lawrence Ledger, Central Post, Windsor-Heights Herald, Manville News and Cranbury Press (total circulation, 29,658), Edward P. Burke, publisher.

Hopewell Junction Lookout

Hopewell Junction, N.Y. (circulation 4,000), William L. Matthes, publisher.

Ramsey County Review

Lillie Suburban Newspapers Inc., North St. Paul, Minn., publisher of the Ramsey County Review and the New Brighton Bulletin (total circulation 6,972), N. Theodore Lillie, vice president.

Presstime holders available

Blue-and-white holders for presstime are available for $7.50 each. The vinyl-covered, hard-backed holders can accommodate about 24 copies of the magazine. To order, please send a check to ANPA care of "presstime holders," Box 17407, Dulles International Airport, Washington, D.C. 20041. □

letters

Hartford Times case

Brevity may be the soul of wit, but it can be a bar to accuracy.

Presstime's brief report (May, page 25) on the ruling against Gannett Co. Inc., in the Hartford Times case quoted Al Neuharth's claim that the disputed circulation figures had been "unintentionally misstated," but you made no reference to Judge Newman's less varnished use of the word "fraud" in his finding. When he is not thinking deep thoughts about everybody's First Amendment rights, Al is quite likely to be found uttering escape clauses like "unintentionally misstated" in the Hartford Times case or "minor technical violations" in the Santa Fe New Mexican case.

Lionel S. Jackson Jr.
Assistant publisher
The Jackson Newspapers
New Haven, Conn.

On world press freedom

The special report on world press freedom [presstime, April, page 6] is not balanced and for one very good reason: All the quotations, except the one from me, come from First World voices.

Some of those voices make every effort to be objective and open-minded, but they speak from their own experiences. Western journalists define "press freedom" narrowly. For them, it means, free from government control, and your article approaches the question with that view being held as a *sine qua non*.

Press freedom, however, cannot be considered in an ideological environment convenient only to capitalist countries, any more than it can be considered in an environment convenient only to developed, industrialised nations. The pervasive control exercised over Western media by commercial and corporate interests and the dominant profit motive are never considered as a curtailment on press freedom by Western journalists and indeed are not even taken into account in your special report. Therein lies a further imbalance. . . .

The special report, throughout, approaches the global question of information flow, again, from the point of view, only of First World journalists' concerns over retaining access to Third World countries. The reverse is not even discussed, but it is, in fact, at the very centre of Third World concerns. . . .

There is yet another phenomenon which the special report studiously avoids, the almost total absence of redress available to small countries with respect to opinion-oriented articles of a damaging nature published or broadcast by major Western media. . . .

C. A. Nascimento, minister
Office of the Prime Minister,
Georgetown, Guyana

ANCAM conference

I want to thank you for the excellent coverage you gave the ANCAM Conference in presstime [July, page 36]. You mentioned the 573 newspaper members of ANCAM. In addition, we have associate and overseas members, bringing the total membership to 656.

Again, thanks for the coverage. I hope to see you in Atlanta next year. We will be at the Hyatt Regency from June 14 through 18.

Frank B. Harris, general manager
Association of Newspaper
Classified Advertising Managers
Danville, Ill.

Letters welcomed

Just like the newspapers this magazine serves, presstime welcomes letters to the editor.

The newspaper business today is subject to a barrage of developments that will have a dramatic effect on its future—technological innovations, governmental decisions, sociological swings.

Your comments on these activities —and on how the newspaper business positions itself to remain on the cutting edge and on how presstime reports the whole picture—can be a valuable addition to the needed dialogue among all newspaper professionals.

This space in your journal is always available for that important debate or for any other comments.

—The editor

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speeches

Martin Goodman

John H. Sengstacke

Harvey C. Jacobs

Roderick W. Beaton

Single copies of the following speeches are available from the ANPA Public Affairs Department:

From the International Circulation Managers Association annual sales conference, Kansas City, Mo., June 29-July 2:

- **Keynote Address by Martin Goodman,** president, Toronto Star Newspapers Ltd.
- **Rebuilding Rapport with the Reader.** Michael J. Davies, editor, Kansas City (Mo.) Star and Times.
- **Leadership in the '80s: We Can't Lead Where We Won't Go.** Booker Izell, circulation director, Springfield (Ohio) Newspapers Inc.
- **Newspaper in Education: Responding to Change and Planning for the Future.** Diane Vezina-MacLean, manager of educational services, Canadian Daily Newspaper Publishers Association.
- **Newspaper Circulation: the Next Three Years.** Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau.

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From the National Newspaper Publishers Association annual convention, Chicago, June 18-21:

- **Impact of Other Media on the Black Press.** Allen H. Neuharth, chairman, ANPA Executive Committee, and chairman and president, Gannett Co. Inc.
- **Survival of the Black Press in the '80s.** John H. Sengstacke, NNPA president, and publisher and editor, Chicago Daily Defender.

•••

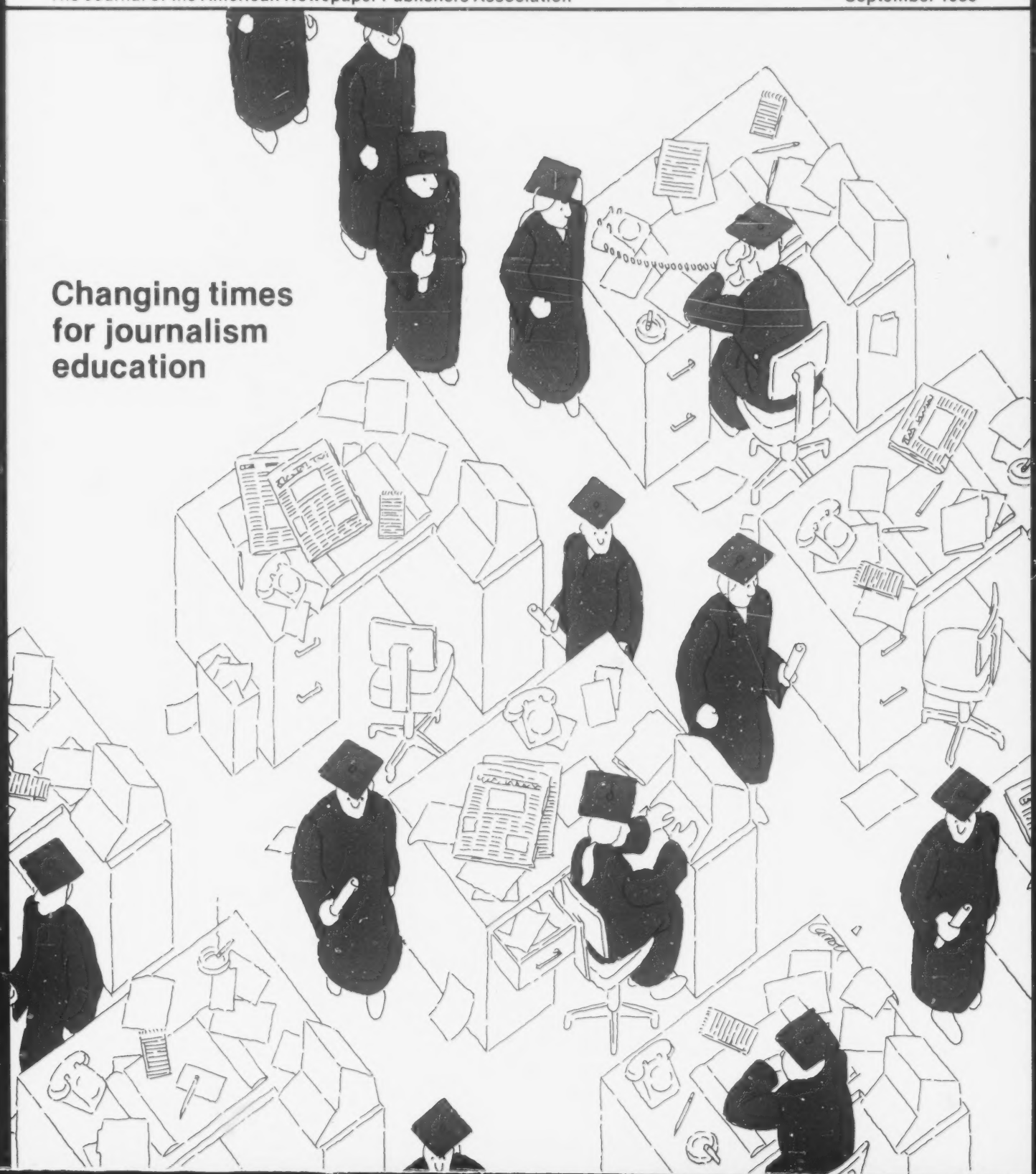
- **Keynote Address by Phillip J. Meek,** president and editorial chairman, Fort Worth (Texas) Star-Telegram. Management Development Program for Newspaper Executives, University of Texas, Austin, June 15.
- **No More Pencils, No More Books . . ., Communications and Education in the '80s.** Christopher Burns, vice president, planning, The Washington Post Co. Council for Advancement and Support of Education, Washington, July 9.
- **No Arts, No Letters—No Society.** Harvey C. Jacobs, editor, The Indianapolis News. Indiana-Purdue University, Indianapolis, April 17. (Or see July 1 *Vital Speeches of the Day*, Box 606, Southold, N.Y. 11971.)
- **Maintaining Viable, Competitive General News Services.** Roderick W. Beaton, president and chief executive officer, United Press International. World Communications Conference II, Ohio University, Athens, May 8.
- **Classified Advertising in the Brave New World of Information Technology.** Albert E. Gollin, vice president and associate research director, Newspaper Advertising Bureau. Association of Newspaper Classified Advertising Managers Conference, Boston, June 18.
- **Press Freedom—A Continuing Struggle.** William S. Paley, chairman, CBS Inc. Associated Press Broadcasters Convention, Denver, June 6.

presstime

The Journal of the American Newspaper Publishers Association

September 1980

Changing times for journalism education



chairman's corner

All innocent citizens need protection from searches

A leading candidate for the summer's top horror film had to be the television showing of law enforcement officials rummaging through the desks of employees of KBCI-TV in Boise, Idaho.

We were appalled, of course, to see what looked to be almost a worst-case dramatization of the fears we have lived with since the Supreme Court decision two years ago in *Zurcher v. The Stanford Daily*.

Katharine Graham

But Congress, albeit in a distressingly slow way, appears to be moving toward enactment of legislation that will greatly restrict police use of search warrants to make unannounced raids on newsrooms.

What was particularly chilling about the KBCI-TV film, as we watched grim-faced plainclothesmen paw randomly through desk drawers examining papers that clearly did not concern them, was the knowledge that the average American—doctor, lawyer, bookkeeper or plumber—has no protection against this kind of outrage.

That is why ANPA, in seeking congressional action to require that law enforcement officials use subpoenas and not search warrants in pursuit of information, has urged that this protection apply to all innocent third parties. While the bill moving through the House would accomplish this, the Senate has passed a bill that protects only the press.

We naturally welcome the fact that both houses of Congress seem to agree that police fishing trips through newsrooms are unacceptable violations of our First Amendment rights.

But at the same time, we find it distressing that the Justice Department has opposed protecting all innocent third parties from this kind of outrageous police conduct.

The operative word, of course, is "innocent." Where there is no reason for police to believe that a person has committed an offense or is likely to remove or destroy evidence, why should law enforcement officials armed only with a search warrant be able to charge into anybody's office to hunt through files?

The argument for requiring a subpoena is that it can be challenged in court. A court can determine whether law enforcement officials have a legitimate need for the information, and can protect unrelated material.

We hope Congress will move quickly to prevent any more surprise searches of newsrooms, and we strongly urge the lawmakers to enact the broader version of the legislation. While we are anxious that there be no remakes of the KBCI-TV horror film in any other newsrooms, we firmly believe that every American is entitled to the same protection.

Kay Graham

Katharine Graham
Chairman and President

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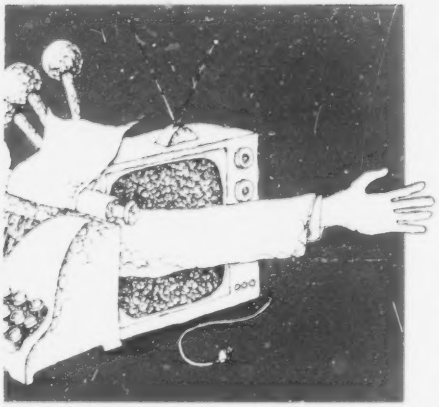

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J-schools try to keep up with change

By Margaret Genovese
presstime staff writer

Ten years ago, there were 33,000 journalism majors in the nation's colleges and universities. Most were male. The largest single group of them were news/editorial-minded, and they spent their afternoons in reporting classes pounding out stories on Royal uprights. Courses on such topics as communications law and journalism ethics seemed remote, almost irrelevant, to the real world of newspapering that beckoned.

When they graduated, about 19.5 percent took jobs on newspapers. They became part of the old debate over who was best suited for a newspaper job: the traditional liberal arts graduate (with a major in history, political science, economics or some other field), or the J-school product.

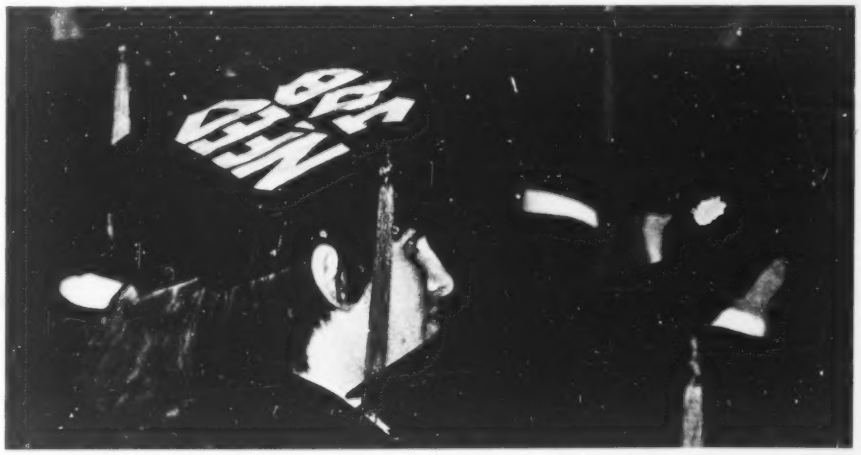
This month, about 72,000 majors will file into J-school classes. A majority will be female. Of the aggregate, many more than before will be enrolled in advertising and public relations sequences. For the declining percentage in news-editorial, newswriting will be taught in modern laboratories equipped with electronic front-end systems. Lectures on law and on ethics will be followed closely because of recent landmark court decisions and because of increasing public questions about the ethical standards of journalists.

When they graduate, about the same percentage as their 1970 counterparts will take newspaper jobs. And, like their predecessors, they will be the subject of discussions of whether they or their non-journalism, liberal arts counterparts received the best academic training for the profession.

In addition to those contrasts and comparisons, other factors stand out as the 1980-81 academic year begins:

- Although the college-age population generally will decline in the years ahead, the number of students at the 80 accredited and 264 nonaccredited schools and departments of journalism across the country is expected to continue to grow over the next few years, perpetuating a two-decade-long pattern.
- Newspaper professionals returning to campus for retraining are seen as the new wave in journalism education, while undergraduates find time spent out of the classroom to be an increasingly valuable part of their education.
- Students in collegiate journalism programs this year can look forward to taking courses in computer technology and satellite communications. But they will do so amid continuing calls from potential employers for graduates schooled in old-fashioned writing skills.

When measured against the centuries-long history of education for other professions such as medicine and law, schools of journalism, with their longevity gauged in decades, are the new kids on the block.



1980 journalism graduate of the University of Texas advertised his availability.

The suggestion that specific training in journalism be offered in colleges dates back to 1869 when Gen. Robert E. Lee, then president of Washington College (now Washington and Lee University) in Lexington, Va., recommended that 50 "press scholarships" be made available to young men interested in journalism and printing careers. The college did so. (Lee died one year later, however, and the project languished. It was left to the University of Missouri to establish the first permanent school of journalism in 1908.)

If not greeted with outright derision—H. L. Godkin of The New York Post called Lee's proposal "an absurdity"—or heaped with ridicule—H. L. Mencken equated the J-schools of his time with those "that teach barbering"—early journalism schools and their curricula were largely ignored by newspaper professionals.

"In the early stages of development, newspapermen expressed little concern over the type of instruction being offered, since few college graduates were entering the field each year," wrote Albert Alton Sutton in his history of journalism education in the United States.

Today, however, a newsroom staffed with college graduates is clearly the rule—not the exception. And the last time an accounting was made, 77.2 percent of the college graduates being hired by daily newspapers had either majors or minors in journalism. That study by The Newspaper Fund, a Dow Jones & Co. Inc.-supported organization, was discontinued after 1974 because the figures had become so lopsided in favor of journalism graduates.

Consequently, far from deriding, ridiculing or ignoring the schools, newspaper executives now turn to them more than ever before to meet their staffing needs.

To determine what the demands on journalism education might be over the next 10 years, the Future Committee of the University of Missouri School of Jour-

nalism this year undertook a three-month study. In its just-released report on the outlook for communications, the committee comments:

"Perhaps the most surprising of the study's findings is the near unanimity among the experts on what the industry will need from journalism education. The consensus is that demand will remain strong, or get stronger, for the kinds of graduates Missouri and other good schools try to produce now. Solid grounding in the liberal arts, the ability to write and some familiarity with the machinery are the essentials. Increasingly, beginning journalists will need good background in the sciences and computers. Expertise in a specialty will be important, as will a better understanding of the business side of journalism. A need now largely unmet is . . . for people academically prepared for management careers. The popularity of mid-career education, already substantial, seems certain to grow."

Besides gaining in respectability, journalism schools have been gaining in popularity.

The past 20 years, particularly, have been marked by an explosion in college journalism enrollments—from 11,390 in 1960 to 71,594 in 1979, according to statistics compiled for the Association for Education in Journalism, an organization made up of journalism educators. Overall college enrollments, fed by the post-war baby boom, also climbed during that period, but by a much smaller percentage.

The college-age population is expected to decline after next year, prompting questions about the future of journalism school enrollments. Missouri's Future Committee looked ahead to 1990 and predicted a slight drop over that period. But according to a survey of journalism education administrators conducted by researchers at the S.I. Newhouse School of Public Communications at Syracuse University, the majority believe enrollments will increase at their schools and departments for at least the next three years because of the strong demand for "communications specialists."

The occupational orientation of journalism education is seen as one of the reasons enrollments continued to climb in the 1970s while students were leaving the traditional liberal arts and some other disciplines in droves. Between 1970-71 and 1975-76, for example, the number of bachelor's degrees conferred in English and literature declined 38.1 percent, mathematics 35.6 percent, foreign languages 22.4 percent, social sciences 18.4 percent and education 12.4 percent. By contrast, bachelor's degrees in journalism grew 199 percent.

The dean of a leading school of journalism believes, as do many others, that the recent interest in journalism among young people can be attributed to Watergate and "the Woodward and Bernstein syndrome." Another says to give the credit to "any heroes you want, from the Pentagon Papers on out."

Professor Paul V. Peterson of Ohio State University, who for the past dozen years has conducted the journalism school enrollment study for AEJ, acknowledges that the "glamour" factor has been important. But, as he points out, journalism school enrollments started to rise before either of those landmark events.

"There is a clear indication that a growing percentage of students are enrolling in the advertising and public relations sequences, while the percentage in news-editorial is declining."

In fact, the biggest percentage jump in enrollments in recent years occurred between 1964 and 1965. And Peterson traces the surge in interest in journalism to the "young people of the 1960s who were looking for a way to be socially interactive. They wanted to change the world and one way of doing it was to become a journalist."

Journalism schools do not prepare students only for careers in newspapers, of course. In addition to "news-editorial," the traditional slot for those preparing for news-side newspaper work, the three other major "sequences" offered by schools of journalism are advertising, broadcast and public relations.

In analyzing enrollment by sequences, Peterson says "there is a clear indication that a growing percentage of students are enrolling in the advertising and public relations sequences, while the percentage in news-editorial is declining."

Educators at the fourth annual Conference for Education Committees of Professional Journalism Organizations this spring indicated that lower starting salaries may be the reason for the trend away from news-editorial [presstime, April, page 30].

But Peterson links the trend with another growth in female enrollment. For the last three years his figures have shown more women enrolled in journalism programs than men, with women heavily represented in public relations and advertising sequences. Women, he theorizes, may see more opportunity in non-traditional journalism roles. "I still think they see the newsroom as an all-male bastion," Peterson says.

However, the picture Peterson is able to paint of the journalism student body is admittedly limited. For instance, he says, some schools do not report enrollment by sex. And although he has been able to pinpoint a "significant increase" in minority student enrollment—from 7 percent in 1978 to 12 percent in 1979 for all minorities and from 4.7 percent to 7.1 percent for blacks—he notes that many schools do not keep records according to race.

Sequence figures also may be misleading. Some schools do not break out their enrollments by category, and even when they do, they may not truly reflect career goals. It may be the case, for instance, that a significant proportion of enrollees are using the programs as stepping stones to non-media careers. The Newspaper Fund's follow-up survey of 1979 graduates found that 12.6 percent of news-editorial graduates had enrolled in law schools or other graduate programs, up from 8.3 percent the year before.

This fall, Peterson will conduct a more thorough study, questioning the students themselves.

The Newspaper Fund also is gearing up for its annual survey. Executive Director Thomas E. Engleman maintains that despite "some thinking that there are not, there are indeed jobs" in the newspaper business.

Of the 1979 graduates with news-edi-

torial majors, 25.9 percent found jobs on daily newspapers, 20.2 percent on weekly newspapers.

The U.S. Labor Department's Bureau of Labor Statistics reports the need for newspaper reporters will grow, from the 45,000 it estimated were employed in 1978 to 53,000 in 1990. BLS estimates there will be an average of 2,400 job openings annually in the next 10 years.

The question of what kind of education best prepares students to take jobs as journalists—practical (J-school major) or more classical (language, arts, history, political science, etc.)—has long been a topic for vigorous discussion.

The fulcrum in the delicate balance between the two approaches has been set by the American Council for Education in Journalism, the accrediting body for journalism schools which is composed of representatives of both professional and educational organizations. ACEJ recommends that not more than 25 percent of a student's courses be in professional journalism or communications courses, with the remaining 75 percent to come from the liberal arts or sciences.

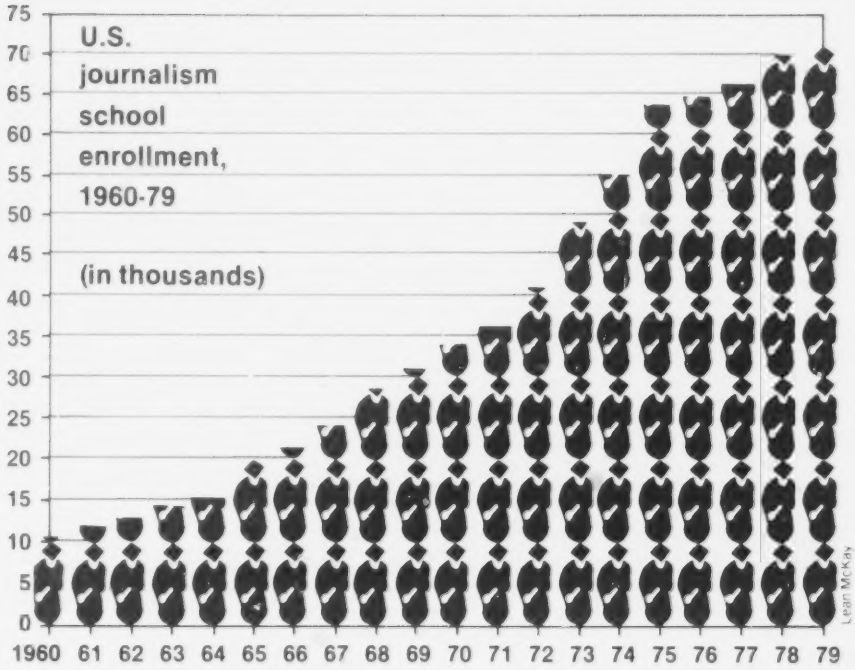
Recently published findings of a new poll of editors is sure to rekindle the debate.

Sixty-one percent of the 227 editors responding to the poll, conducted by researchers at Brigham Young University's Department of Communications, said journalism graduates were "fairly well" prepared to handle an editorial position at their daily and weekly newspapers.

Nevertheless, when asked what kind of preparatory program for journalism they would rate highest, the typical university journalism education came in last. The editors gave highest marks to a program described as two years of intensive newspaper training (presumably within the four-year college setting) plus a one-year newspaper "apprenticeship."

A majority of the editors also responded that they would like the standard percentage of journalism courses increased—to about 40 percent.

BYU Professor Gordon Mills says the message he gets from the survey is that "we have to be sensitive to what our future employers want," which may be different from a curriculum "that is sensitive to having the academic community as a whole call it blessed."



However, Philip Currie, director of news staff development for Gannett Co. Inc., cautions against taking the vocational approach too far. If the balance in journalism schools' programs is tipped toward 50 or 60 percent journalism courses and only about 40 or 50 percent liberal arts, it "would be a mistake, and I don't think we would be interested," Currie says.

Currently, he observes, a newspaper that employs a journalism school graduate is "hiring primarily a liberal arts student who happens to have some good training in the technical aspects of the field."

Editor Bob Leeney of the 101,268-circulation New Haven (Conn.) Register says "collegiate journalism programs have improved remarkably in the last several years. The students who are now coming into newsrooms are better prepared than in the past to handle the necessary technical skills of reporting." Yet, he adds, "I think we still feel, here"—New Haven is the home of Yale University—"that a broad liberal education is probably the best fundamental training for a journalist.

"We hire journalism school graduates, and we hire liberal arts graduates," he continues. "And we find that today, the journalism school graduate does have a better organized sense of the immediate newspaper procedures and the necessary preparation. We find that the journalism school graduates have more competence, perhaps, at spelling than Ivy League, liberal arts graduates sometimes do.

"But beyond that, we find that they both work at about the same level. We feel that the liberal arts student often does have a broader background in large issues, in the general problems of society and in the questioning attitude which is necessary."

The Newspaper Fund's Engleman bristles when some editors express a preference for hiring liberal arts graduates and then training them in newspapering know-how.

He challenges those editors to "tell me what kind of training program you set up." One of the biggest complaints of student interns at newspapers is the lack of criticism and feedback, he notes. "What are they going to do when they train a full-time professional (and are) paying them professional wages?"

Journalism today, he stresses, is "more than a learning-by-doing proposi-

tion." He maintains there are "too many places for error," such as libel and invasion of privacy laws.

In addition, he says, a journalism school is "probably the only place on campus . . . a college student can get any kind of grounding in verbal skills."

The editors responding to the Brigham Young University poll also had something to say about that.

Asked to evaluate a series of suggested reforms in the preparation of journalists, the editors gave the highest endorsement to "more training in basic grammar and spelling."

"I absolutely agree with the editors," says Donis Dondis, dean of the School of Public Communications at Boston University. The lack of basic writing skills "is a national disease . . . easily attributable to television and justifiably so."

To combat the problem, a number of journalism schools (including BU's) have begun administering entrance proficiency tests. According to the Syracuse University survey of journalism education administrators, 25 percent of those responding have taken this or some other step to limit enrollment to students with adequate skills.

While some journalism school administrators interviewed by **presstime** join Dondis in blaming television for students' language difficulties, others believe the blame more properly should be placed with the educational system. One dean says he hopes a back-to-basics movement in elementary education will lead to improvements in the future. Another says he thought he detected gains in writing skills among new enrollees last year. Another observes that there is a limit to what a university can do in what is "essentially remedial work."

Perhaps the best place for students to demonstrate writing skills is an internship situation. Experience as an intern can be the decisive factor in an employer's decision on whether to hire a new college graduate. And the newspaper intern who excels might just receive an offer of a permanent staff position upon graduation.

One such success story is Rick Hirsch, class of 1980 at the University of Florida College of Journalism and Communications—winner of this year's collegiate William Randolph Hearst award for general newswriting. His advice to students is "to take as many internships as (you) can. Unfortunately, good grades in journalism school will not get you jobs. They are not as important as experience."

During his college career, Hirsch interned at three different newspapers and on a congressional staff in Washington, D.C. He also worked on the school's non-affiliated campus newspaper. Hirsch had a job on The Miami Herald, where he interned twice, before the ink on his diploma was dry.

Internships may or may not be for academic credit [**presstime**, January, page 38]. They may or may not pay (most do). The competition for many of them is keen.

For the most part they are not mandatory; only 15 percent of journalism schools responding to a poll conducted this year by Women in Communications Inc. say they require internships of their majors. The 1980 edition of The Student Guide to Mass Media Internships, published by the Intern Research Group of the University of Colorado's School of Journalism, lists a total of 3,700 intern positions available; daily newspapers offered 1,334 of them; weekly newspapers, 734.

Although undoubtedly an important trend in curriculum, the growth of internships is by no means the only one.

Others—resulting from the expressed desires of the newspaper business—are more specialized reporting courses and the addition of courses in newspaper management. These are tied to what some observers see as the next growth area for journalism education—mid-career "continuing education."

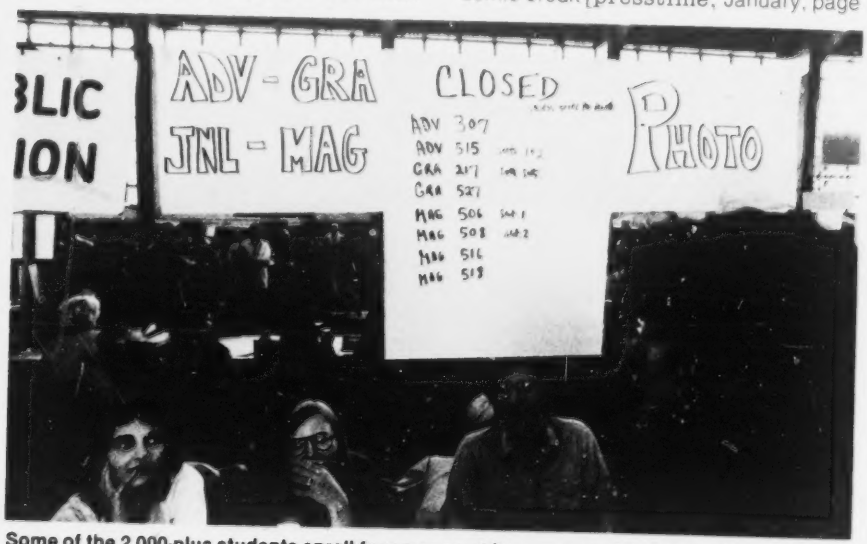
"I think that there is growing awareness that preparing for the journalism profession continues throughout life," says Gerald M. Sass, director of education for the Gannett Newspaper Foundation. He sees mid-career training as the "only logical answer" to calls for better, in-depth reporting on such complex and specialized areas as energy, health and government affairs.

Robert O. Blanchard, director of the school of journalism at Pennsylvania State University, also sees a "market" in journalism education for courses geared to people "who have reached a plateau in newspaper work who are looking for some kind of recharging, retooling, to recycle themselves so they can re-enter the job market at a higher level."

Traditionally, Nieman Foundation and other fellowship programs have rewarded a fortunate few newspaper professionals with this kind of collegiate refresher. Now, Blanchard believes, newspaper professionals are embarking on "their own Niemans."

Part of this movement are new programs (primarily on the graduate level) designed to teach students how to manage newspapers and other media properties.

Penn State will offer a new graduate



Some of the 2,000-plus students enroll for courses at Syracuse J-school, the nation's largest.

seminar in management next spring, Blanchard reports. (See story, page 38.) And this July, Northwestern University's Medill School of Journalism inaugurated what Dean I. W. Cole believes is the first of its kind, a one-year graduate program in newsroom management for journalists with at least three years' experience.

Christy C. Bulkeley is one publisher who welcomes the trend toward increased emphasis on management in journalism schools. A participant in the Publisher-Professor Exchange program sponsored by an ANPA Foundation Cooperative Committee on Journalism Education [presstime, January, page 37], she says she has seen "a lot more interest in students, and finally in the schools, in the whole question of management."

"Journalism schools have shied away in recent years from engaging in technological aspects. . . . At last they are coming back to coping with technology." They are doing so, not in the "vocational school approach of teaching people how to set type," he says, but "by teaching people to become very sophisticated managers of technology."

Two schools that are doing this are Indiana University, which last year became the first to offer a course on the electronic newspaper [presstime, February, page 33] and the University of Texas, where a new course on the future relationship between news and satellite communications is about to be launched.

But for every forward-looking journalism program, there are several others that simply are not up to snuff.

M. Leon Lopez

University of Missouri, with oldest journalism school, recently studied future needs.

"First Amendment people" are beginning to recognize that they must "talk the language of the managers" or leave the field of newspaper management "by default to the MBAs," says Bulkeley, publisher of the Commercial-News of Danville, Ill.

The young men and women who enter college this fall will graduate in 1984, a date full of futuristic significance. Will the Class of 1984 be prepared to produce the newspapers of the future?

Richard G. Gray, director of the Indiana University School of Journalism and AEJ president, puts in the category of curriculum changes that "will or should take place" greater attention to technology.

Working journalists "lost control" of newspapers at about the turn of the century to production managers, he says. With advances in technology, they can regain control if they understand the technology.

Edward P. Bassett, editor of the Statesman-Journal in Salem, Ore., and former director of the University of Southern California's School of Journalism (see story, page 23), says "way-too-many programs claim they are teaching journalism when, in fact, they don't do that at all." Such programs that are unable or unwilling to commit the necessary resources to provide quality education, are "fooling themselves and fooling students," he says.

For this reason, Larry Fuller, publisher of the Argus-Leader in Sioux Falls, S.D., and chairman of the Associated Press Managing Editors Journalism Education Committee, offers this advice to high school students bent on journalism: "Be investigative reporters before (you) start college (by) looking at the kinds of programs that colleges are offering and seeing if they fit (your) career goals." □

ANPA Foundation helps J-schools

If journalism schools are to keep pace with the changing needs of the newspaper business, town and gown must keep in touch.

ANPA Foundation joined with the American Association of Schools and Departments of Journalism last year on an issue important to both: the status of college faculty members who have experience as journalists.

Their report [presstime, June, page 29] reveals that one-third of journalism schools responding to a survey have had difficulty hiring, promoting or gaining tenure for practitioners. Low salaries were seen as the biggest obstacle to hiring.

ANPA Foundation also combines with the Association for Education in Journalism in a Cooperative Committee on Journalism Education.

Among other things, the committee sponsors a Professor-Publisher Exchange program [presstime, January, page 37] which is being expanded this year. ANPA Foundation Vice President and Director Judith D. Hines reports 85 newspapers and 85 schools have indicated an interest in participation.

At the committee's semi-annual meeting Aug. 14, members approved final guidelines for the program. Participants should receive materials in September.

Also at the meeting, members learned that an ANPA Foundation manual for news executives on conducting internship programs will be available this month. A second manual, for educators, is scheduled for release later this year. □

Related stories:

- **A professor of 20 years' standing talks about his return to the newsroom, page 23.**
- **A veteran Washington correspondent discusses his transition to professor, page 24.**
- **Journalism students perpetuate Tombstone Epitaph legend, page 37.**
- **An editor fresh from a year on campus calls for better management training, page 38.**

BEST AVAILABLE COPY

Justice Dept. probing joint operating pacts

The Department of Justice is investigating all newspaper joint operating agreements to determine whether, in light of recent Supreme Court decisions declaring commercial speech to be on the same level as other forms of speech such as editorial comment and news reports, advertising sales should be removed from joint operating arrangements, ANPA General Counsel Arthur B. Hanson has learned.

"They're saying that now, newspapers must separate their advertising departments from the joint operating agreement" just as editorial departments must be separate, Hanson said.

He added, however, that the "peculiar juxtaposition" in which Justice officials are placing advertising is "totally indefensible in light of the legislative history" of the Newspaper Preservation Act of 1970.

That act allows two newspapers in a city to combine—with limited antitrust exemption—all operations except editorial in an effort to prevent the failure of one of the newspapers.

Hanson said that he confirmed the Justice Department's intent through a conversation with Gary L. Halling, attorney with the Antitrust Division. Halling said his department has written to all newspapers involved in joint operating agreements requesting them to send to the Justice Department by Aug. 25:

- Copies of the joint operating agreements.
- All information that relates "in any way to the newspapers' policy or practice with respect to the acceptance or rejection of advertising" as submitted to Congress in connection with hearings held before implementation of the Newspaper Preservation Act.

Alan L. Marx, the Justice Department's acting chief of the general litigation section and Halling's superior, confirmed that newspapers were asked to submit documents relating to their joint operations.

He would not comment, however, on the intent of the project with respect to commercial free speech or on any other issues, except to say that "we had questions come up (about) what the limits of the NPA (Newspaper Preservation Act) are. . . . We aren't certain what facts existed before the act passed." The department and the Congress lacked documents needed to answer the questions, he said.

Marx said all of the materials submitted would be examined for possible violations of the act. "They weren't (requested) simply for the sake of a historical perspective." If any improprieties were found, the Justice Department would consider acting, he said.

Twenty-two agreements were in effect when the Newspaper Preservation Act was passed. Since 1970, two applications have been made and approved. They were in November 1979 in Cincinnati between the Cincinnati Enquirer and The Cincinnati Post [presstime, January, page 19], and in Anchorage, Alaska, in November 1974, between the Anchorage Daily News and The Anchorage Times. The Alaska newspapers resumed separate operations April 1, 1979.

Also, approval of the application of The Chattanooga (Tenn.) Times and the News-Free Press was pending at press time [presstime, August, page 16]. □

Tests disclose no link between birth defects, Toronto VDTs

Tests disclosed no radiation hazard from any of The Toronto Star's 296 video display terminals, the Occupational Health and Safety Division of Ontario's Labor Ministry reported Aug. 15.

The Star requested the tests after the Southern Ontario Newspaper Guild drew its attention to birth defects among four of 14 children born to classified advertising department employees between May 1979 and May 1980. The mother of a child born with a cleft palate has a family history of the abnormality. One of the babies was born with a club foot, one with a blind eye and the other with a heart defect.

All four of the women whose children were born with the defects had worked on the IBM model 3278-2 VDT used in the classified department, as had three other pregnant women during that period.

The government agency also tested all phototypesetters at the Star, along with the air environment in the classified department. No chemical or physical hazard was identified that might be a contributory factor, the agency said.

The tests were conducted July 29 through Aug. 7.

"Although there was an unusual clustering effect at the Star," said Dr. Ann Robinson, assistant deputy minister of the agency, "our investigation has not shown a link with the work environment."

Because of widespread publicity given in Canada to the birth defects, several other newspapers requested the Ministry of Labor to test their VDTs. The ministry, however, refused to conduct further tests until the Star study was complete.

Meanwhile, several pregnant employees at newspapers in Ontario have refused to work on VDTs. The employees were given other assignments.

In Canada, VDTs and TV sets are subject to federal control under the Radiation Emitting Devices Act. □

Standby ration plan now on the shelf

Congress July 30 endorsed the Carter administration's standby gasoline rationing plan by refusing to consider resolutions disapproving it. Efforts to bring such measures to a vote failed in the House 205-209 and in the Senate 30-60.

Newspaper distribution is recognized as a priority activity under the plan, allowing more rationing allotments than most other businesses, but not necessarily enough to meet all needs.

The Energy Department estimates that the plan will not be ready for implementation before next summer or fall. To be decided in the meantime is the definition of newspapers, according to DOE [presstime, August, page 16]. □

Postal officials may 'localize' 51-percent rule after protests

The U.S. Postal Service may "localize" its so-called "51-percent rule" for newspapers after a flurry of protests from some publishers who claimed that current enforcement of the rule is unreasonable.

USPS is considering "quite a liberalization" of the rule "to make it easier for publishers to deal with," Edward J. McCaffrey, assistant postmaster general for rates and classification, told presstime.

The 51-percent rule currently requires a publisher to assure the post office that when inserting an advertiser's preprinted supplement into the newspaper for second-class mail, more than half of the copies of that particular supplement are being mailed second class.

Publishers often must attest to distribution methods of nationwide chain stores —based on advertisers' assurances to the newspaper.

"This results (in) an almost impossible task when dealing with a non-local advertiser," ANPA and the National Newspaper Association previously told the postal service.

McCaffrey admitted that "it's very hard" for a publisher to determine distribution practices for an entire retail chain. "But it may be easier for the publisher to get assurances (from advertisers) about what is happening in his local area," he added.

The Postal Service, therefore, is considering a plan to require verification for supplements based only on how they are distributed in a particular newspaper's geographic area instead of throughout the nation.

ANPA and NNA are working with postal officials to resolve the problem which came to a head in late July and early August after postal officials mailed "revenue deficiency notices" to a number of newspapers.

Those publications, subjects of an enforcement study of 62 newspapers in eight states, allegedly violated the 51-percent rule in 1977 and 1978. Postal officials cited deficiencies in postal payments ranging into the thousands of dollars; the 28,200-circulation Daily News-Record in Harrisonburg, Va., received one of the highest bills—$107,000. The lowest bill reported to ANPA was just over $900.

ANPA consistently has opposed the 51-percent rule. "ANPA's Postal Committee has been working closely with postal officials over the past several years to eliminate this rule and we will continue our efforts to do so," said Committee Chairman Kenneth M. Carter, who is vice president and publisher of the Peekskill (N.Y.) Evening Star.

Kenneth M. Carter

In February 1979, the former Joint Industry/Postal Service Task Force, established to recommend improvements in mail service, proposed abolition of the 51-percent rule. That group was comprised of major mailers, including several ANPA members, and postal officials.

"Adoption of this recommendation should generate more mail volume for the Postal Service, while removing a troublesome and hard-to-enforce regulation," the task force said.

Two months later, however, the postal service published the rule in its proposed Domestic Mail Manual, Section 425.4(a)(1). Yet in July 1979, USPS promised ANPA and NNA that "a change in that policy is under consideration at this time. . . ."

The issue lay dormant until this summer's actions by the Postal Service.

Some publishers questioned whether the rule was in effect even during the time of the audit because it was not published in the mail manual until a year later. □

ANPA requests intervenor status in red tag appeal

ANPA has requested permission to intervene in a court appeal by Dow Jones & Co. Inc. and Newsweek of the U.S. Postal Service Board of Governors' decision to eliminate free "red tag" service [presstime, August, page 19].

The appeal was filed in the 3rd U.S. Circuit Court of Appeals in Philadelphia.

Meanwhile, the USPS board decided Aug. 5 that the free, expedited service will end effective June 1, 1981.

After that date, publishers of regular-rate publications who wish to maintain the service will have to pay 1.2 cents per piece in addition to the second-class rate. This means that red tag service actually will cost 2.3 cents more than the regular rate because non-red tag publications will be entitled to a 1.1-cent-per-piece reduction in the regular second-class rate.

Newspapers mailing all copies within the county of publication and those mailing less than 5,000 outside the county will not be affected.

The postal governors have instructed post office officials to study costs of providing red tag service and to prepare, by May 1981, recommendations on any further cost adjustment that appears warranted. □

House defers decision on six-day mail funding

House action on a Budget Committee recommendation to cut $250 million from U.S. Postal Service subsidies next fiscal year [presstime, August, page 19] has been deferred until the end of August at the earliest.

Continuation of six-day mail delivery hinges on the size of the cuts. Sources said the Senate will not vote on postal budget cut proposals until after the House acts.

The matter was delayed until the end of August at the earliest after the House Rules Committee opened the door for an amendment allowing biennial cost-of-living adjustments for postal workers—a measure opposed by House Speaker Thomas P. O'Neill Jr. (Mass.). □

Abel expected to be named to U.S. UNESCO delegation

The State Department recommended that President Carter appoint Elie Abel, Stanford University journalism professor and former newsman, as one of five U.S. delegates to UNESCO's 21st General Conference Sept. 23-Oct. 28 in Belgrade, Yugoslavia, presstime learned.

Carter is expected to name the delegates and five alternates by Sept. 1 [presstime, July, page 28]. His choices are subject to Senate approval.

The State Department also recommended that the delegation be led by Robin Chandler Duke, a population specialist who has served as a consultant to the U.N. and has conducted surveys on population and family planning facilities in many emerging nations. Other members proposed were Joseph Duffey, chairman of the National Endowment of the Humanities; former UNESCO Deputy Director John Fobes and U.S. Ambassador to UNESCO Barbara Newell.

Abel particularly would address Western media concerns about several proposals in the controversial MacBride Report which UNESCO Director-General Amadou-Mahtar M'Bow is expected to report on Oct. 11-14.

In an Aug. 4 letter to ANPA Executive Vice President and General Manager Jerry W. Friedheim and other media executives who met with him earlier this summer [presstime, July, page 28], Secretary of State Edmund S. Muskie said he sees a "big job ahead . . . if we are to make our national values, influence and practical contribution felt in the international debate on information and communications issues."

Muskie suggested "the private sector may well want to consider what it can do to . . . inform domestic public opinion of the important interests involved in information and communications issues." □

Bolivia jails, then expels correspondent

Bolivia's military junta has released from jail and expelled from the country an American correspondent of The Financial Times and The Economist of London after editors of the two publications apologized to the Bolivian government.

Mary Helen Spooner, 28, of St. Louis, was jailed Aug. 6 for writing articles that allegedly defamed and libeled the military leaders who seized power in a July 17 coup. The rulers had said they might try Spooner in a civilian court on charges of violating their new press laws.

Editors for the two British publications Aug. 10 flew to Bolivia's capital, La Paz, to seek Spooner's release. They read a signed statement at an Aug. 12 news conference expressing "regret before the government and people of Bolivia for the situation which has resulted from the activities of a correspondent of our organizations."

Also at the news conference, Bolivia Interior Minister Col. Luis Arce announced that Spooner, who had been studying on a scholarship from the Inter American Press Association in Chile before moving to La Paz, would be released immediately.

ANPA had protested Spooner's arrest and the junta's questioning of five other reporters, including two Americans in an Aug. 8 cable to the leader of the military government. □

Dunstan Cromwell (left), publisher of Granada's Torchlight [presstime, March, page 18] was presented a Certificate of Honor by Caribbean Publishing and Broadcasting Association President Oliver F. Clarke. It cited his "continuing service to the principles of a free press." Observing is Constance Cromwell.

Appeals court lifts restraint against Herald Examiner

The 9th U.S. Circuit Court of Appeals Aug. 13 overturned a lower court order prohibiting the Los Angeles Herald Examiner from reprinting a story about Los Angeles Dodgers baseball star Steve Garvey and his wife.

The Herald Examiner argued that the order amounted to unlawful prior restraint. The Garveys, however, said prior restraint was not an issue because the article had already been published in the magazine Inside Sports.

"The principle of restraint still applies. It makes no difference that somebody else has printed it," said Herald Examiner Publisher Francis L. Dale, an attorney. He added that while there was no immediate explanation from the appellate court on its decision, "it was a pretty clear-cut case."

The Garveys filed an $11.2-million libel suit in U.S. District Court, Los Angeles, against Newsweek Inc., publisher of the sports magazine, claiming that the Aug. 3 article cast their marriage in a negative, false light. The couple also asked that the Herald Examiner be blocked from reprinting it. District Judge Robert J. Kelleher issued the restraining order Aug. 11, pending a review of interview tapes made by Inside Sports. □

Court upholds reporter source confidentiality

The 3rd U.S. Circuit Court of Appeals July 23 partially affirmed a lower court's contempt citation against CBS' "60 Minutes" for its refusal to turn over subpoenaed outtakes from a December 1978 broadcast [presstime, May, page 24].

But it also upheld the right of journalists to protect confidential sources and ruled that a U.S. District Court failed to balance that right against those of defendants in a government lawsuit.

The "60 Minutes" program in question led to indictment of executives of a New Jersey restaurant chain. The outtakes were subpoenaed as part of the government's suit. □

Richmond papers challenge closure of pretrial hearings

After winning a U.S. Supreme Court decision upholding open criminal trials [presstime, August page 10], Richmond Newspapers Inc. has gone to the Virginia Supreme Court with challenges to the closing of two pretrial hearings.

The first challenge involves closed hearings Feb. 28 and July 22 in a Northumberland County, Va., murder case. Publisher J. Stewart Bryan III said the judge gave no notice of the second closed proceeding even though he promised to do so after the earlier closure.

The second challenge was prompted by the March 13 closing of a pretrial hearing in a Westmoreland County, Va., abduction and rape case.

Bryan said that in both cases, his company is asking the state Supreme Court to prohibit pretrial closures without providing notification and an opportunity for newspapers and other interested parties to argue their positions on closed proceedings. □

Judge to decide details of New Mexican return

U.S. District Court Judge Santiago Campos has ruled that Gannett Co. Inc. will not be held liable for punitive or other, related damages that might have resulted from its operation of The New Mexican in Santa Fe, N.M.

The judge June 30 ordered Gannett to return the newspaper to its previous owner, Robert McKinney [presstime, August, page 14].

Campos' July 17 decision on damages, made at the request of Gannett, canceled a jury proceeding scheduled to resume Aug. 4. It would have addressed issues of fact regarding alleged damages.

Decisions in the case now center on the mechanics of returning ownership, and that involves only questions of law to be decided by the judge, explained Gannett attorney John B. McCrory, senior trial partner of Nixon, Hargrave, Devans & Doyle, Rochester, N.Y.

McCrory added that Gannett still plans to appeal the ownership decision. □

New delays could thwart AT&T bill this Congress

By C. David Rambo
presstime staff writer

The House Commerce Committee has approved legislation to deregulate the telecommunications industry, including an amendment barring AT&T from controlling the content of home-computer information and advertising.

Many observers doubt, however, that Congress will pass a major communications bill this term.

The Senate Commerce Committee has announced intentions to hold more hearings on its version of the bill; the move could result in "scheduling difficulties" which make Senate passage of S 2827 "or any other communications legislation" unlikely this year, Chairman Howard W. Cannon (Nev.) and Communications Subcommittee Chairman Ernest F. Hollings (S.C.) told minority leaders of those panels in a July 29 letter.

A possible snag also developed in the House. Chairman Peter W. Rodino Jr. (N.J.) requested that his Judiciary Committee be allowed to review the bill (HR 6121) to ensure that it doesn't interfere with a government antitrust suit against AT&T, scheduled to go to trial this fall [presstime, August, page 20].

Key Commerce Committee members, however, have asked House Speaker Thomas P. O'Neill Jr. (Mass.) to "consider an alternative" to referring the bill to Rodino's committee so as not to delay its passage.

Also, ANPA Chairman and President Katharine Graham told O'Neill in an Aug. 7 letter that the Association hopes "valid concerns about this bill can be addressed appropriately and expeditiously, and that the House will be able to act on this important legislation during the current session."

In a July 31 letter to the ANPA membership, Graham said that the version of this legislation passed by the House Commerce Committee 34-7 July 31 is one "many of us will want to enthusiastically support."

"This legislation would open up the telecommunications industry to increased competition, and would enable (AT&T) to set up a subsidiary that would be permitted to offer a variety of services in the data processing area," the chairman of the board of The Washington Post Co. stated.

But she noted that through the amendment, "the House Commerce Committee took specific note of the concerns we had raised over the implications of letting AT&T—which as a regulated monopoly owns the phone lines into four of five American homes—control or originate information that would be sent over those lines as well. . . . If there is no legislation," she continued, "a vacuum will continue to exist in this area that AT&T can attempt to exploit on a state-by-state basis."

The amendment, approved 25-5, was offered by Rep. Timothy E. Wirth (Colo.), who told presstime, "We do not want to allow one or two entities" to be able to control the content of vast information that will be disseminated via new technology. AT&T "has 80 percent of the business in many places, 100 percent of the business in some places," he pointed out.

"We were trying to define that Bell could not get into the originating of information or anything that would influence public opinion," Wirth said. (See accompanying story.)

AT&T would be encouraged, however, to develop and supply the facilities over which information could be relayed.

Observers say that the Wirth amend-

Dow Jones to expand transmissions by satellite

Dow Jones & Co. Inc. has announced that it will build new printing plants near Beaumont, Texas, LaGrange, Ga., and Charlotte, N.C., for production of The Wall Street Journal via satellite transmission.

When completed, the new facilities will bring to 17 the number of Journal printing plants across the country. □

ment faces a likely challenge on the House floor.

In two related FCC-AT&T developments:

• The commission further diminished the telephone company's monopoly on interstate telecommunications by abolishing rules that disallow AT&T customers from reselling or sharing long-distance service. The 7-0 ruling is expected to have greatest effect on AT&T's wide area telephone service, known as WATS [presstime, July, page 44].

• Final public comments have been filed with the FCC regarding its Computer II Inquiry, which would allow AT&T to offer "enhanced communications services" through a subsidiary [presstime, May, page 48].

ANPA previously asked for reconsideration and clarification of that order. But in new comments filed Aug. 4, the Association faulted the subsidiary arrangement, saying such a plan "cannot be regarded as an adequate safeguard in the highly sensitive area involving the provision and control of information."

ANPA pointed out that even the Justice Department said recently that "separate officers and personnel and books of account (are) unlikely to deter anticompetitive potential . . . (E)ven if legions of accountants were used, it would be extremely difficult to determine whether cost-subsidization . . . was actually occurring."

Rep. Wirth: 'We need more voices . . . not fewer'

By C. David Rambo
presstime staff writer

Perhaps the biggest political difficulty with the telecommunications deregulation bill, says Rep. Timothy E. Wirth (Colo.), is getting people to understand the issue.

"Most legislation reacts to a problem," he told presstime. "You have potholes in the road, you have a pothole bill."

But HR 6121 and its Senate counterpart, S 2827—"probably the most complicated legislation I've ever seen in Congress"—instead "anticipate an issue" rooted in abstract, rapidly advancing technology, Wirth notes.

"That's really futurism," he adds, "and it's hard to get people to project."

However, enough of his fellow House Commerce Committee members saw far enough into the future July 30 to agree to Wirth's amendment that AT&T not be allowed to originate information. "Congress should encourage and protect competition," the congressman explains, and not allow the monopolistic telephone company to "smother" its many rivals. "We need more voices . . . not fewer," he says.

ANPA supported Wirth's amendment after proposing language of its own to extend such a prohibition to any dominant common carrier in a given geographic area [presstime, August, page 20].

As Wirth sees it, "who provides information" is only a small part of a much larger question: "What is all this going to mean to how people communicate with each other in a democratic society?"

"We're talking about an economy and a whole series of businesses and a whole lot of social institutions that are being driven by very rapidly changing technologies," says Wirth, who holds a doctorate in education from Stanford University. The nation's job base, he continues, is changing from one seated in industry to one with a foundation in word processing. "As that happens, we will become increasingly dependent on individuals who can manipulate ideas and articulate ideas," he says.

Timothy E. Wirth

Wirth's successful push to amend HR 6121 was not the first time he has taken on AT&T.

"He has spoken out as long as five years ago on the importance of opening AT&T up to competition," notes J. Edward Murray, publisher of the Daily Camera of Boulder, located in Colorado's predominantly Republican 2nd District which Democrat Wirth represents.

In 1977, Wirth backed up his rhetoric with legislative language reaffirming the intent of the 1934 Communications Act that "competition should be permitted wherever such competition served the public interest."

Wirth gives a "50-50 chance" of getting a telecommunications deregulation bill through this Congress.

If it fails to win final passage, "certainly we'll start (next term) from the same place we left it. We have a very good consensus on where to start. I think we resolved 95 percent of the issues."

Wirth quickly adds, however, that a drastic change in faces on Capitol Hill after the November election could change his outlook. Wirth himself is running unopposed in Colorado's Democratic primary Sept. 15 but will face one of two Republican candidates in the general election, businessman John McElderry or state Sen. Benjamin Loye.

"I would anticipate that he would be re-elected," says William H. Hornby, editor of The Denver Post which, like the Daily Camera and Rocky Mountain News, has supported Wirth editorially.

First elected to the House in the post-Watergate class of 1974 with 52 percent of the vote, Wirth won re-election in 1976 with barely more than 50 percent and in 1978 with 53 percent. □

How news business lobbyists put their press on Congress . . . but with mixed feelings

By Bill Keller

In the public eye, "the press" may stand for reporters prodding politicians with pointed questions. In Washington, it also means something else.

Publishers and broadcasters plying the same politicians with complaints about excessive government regulation, the hazards of the marketplace, and threats to the First Amendment.

The power of the press means prime time and the front page, but it also means scenes like these:

- Washington Post chief executive Katharine Graham leading an entourage of publishers around Capitol Hill, lobbying for changes in a bill that would partially deregulate the American Telephone and Telegraph Co.
- The National Association of Broadcasters plugging into its private Western Union hookup to mobilize local TV and radio station owners against congressional plans to charge "spectrum fees" for use of the airwaves.
- The National Newspaper Association calling on its nationwide network of "contact teams" to deliver the news to Congress that Saturday mail must be protected.
- An alliance of newspaper families rounding up cosponsors on legislation which would relieve them of formidable estate taxes.
- A broad front of press groups trooping to Congress to appeal for protection against police searches of newsrooms.

The fact is America's purveyors of the news do not always rely on the Six O'Clock News or the editorial page to make a point.

Bill Keller covers lobbying for the Congressional Quarterly Weekly Report. Prior to joining the CQ staff, he was the Washington correspondent for The Oregonian, Portland. This article appeared in the Aug. 2 Weekly Report. Copyright 1980 Congressional Quarterly Inc., and is reprinted by permission.

Like most businesses, the owners of newspapers, television and radio stations have turned with increasing enthusiasm to lobbying to get their message to the powers that be.

Like most businesses . . . but not exactly. Two things set the media lobby apart from its counterparts in other industries.

One is its unique relationship with the government it seeks to influence.

While media lobbyists insist that they are cautious to keep the business interests of their clients separate from what goes into their newspapers and broadcasts, politicians are acutely aware that the media commands great power over their careers.

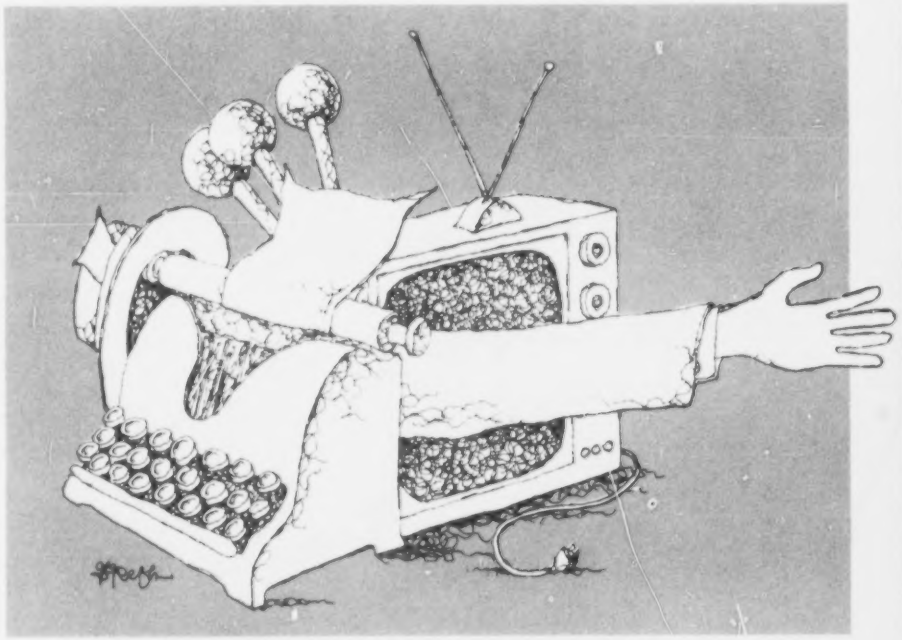
"I think most members of Congress try to help their constituents—especially if the constituents are newspapers," a House aide observed sardonically after watching newspaper publishers lobby for special treatment in President Carter's gasoline rationing plan.

The second difference is that, more than most industries, the news business is split by deep internal divisions, not only on the substance of issues, but on whether they should be playing the lobbying game at all.

"Newspaper people traditionally have been very, very reluctant to contact anyone on anything, because they feel that simply by raising the issue it puts pressure on a legislator that is undesirable," said K. Prescott Low, publisher of The Patriot Ledger, Quincy, Mass., and ANPA Government Affairs Committee chairman.

But Low sees his industry now joining the general convergence of business interests in Washington.

"In the last five years, a number of newspaper people who previously were aloof and withdrawn have come to the conclusion that they cannot afford any longer not to participate. . . . For strictly defensive reasons, if they are not heard on some issues, the results can be disastrous."



The news lobby really includes two industries, broadcasting and print media.

But this traditional division has become blurred by the cross-ownership of newspapers, television and radio stations, and by a surge of new telecommunications

technology that has touched all forms of news-gathering and distribution. This, too, is changing the face of the media lobby.

The principal newspaper trade groups are ANPA, representing 1,370 newspapers throughout North America; the 800-member American Society of Newspaper Editors (ASNE), representing top news executives; and the National Newspaper Association (NNA), representing about 500 small-town or suburban dailies and 5,000 weeklies.

Probably the major landmark of newspaper lobbying was the passage in 1970 of the Newspaper Preservation Act (PL 91-353), a divisive episode that still haunts the industry in its relations with Congress.

The bill blocked antitrust actions against 44 newspapers in 22 cities that had arranged to cut production costs through cooperative advertising and printing operations.

NNA and many of the nation's leading editorial voices opposed the bill, warning the industry against accepting special favors from government.

Forty-two of the 44 affected newspapers hired attorney Morris J. Levin to plead their case. The ANPA, saying the bill was necessary to prevent the demise of newspaper competition in many cities, joined in support.

"It was just a straight lobbying campaign in which some muscle was flexed," Levin now recalls. The "muscle," including intensive pressure by editors and publishers of some of the affected newspapers, paid off in legislation, but not in public image.

Sen. Thomas J. McIntyre, D-N.H. (1962-79), charged afterwards that passage of the bill was due to "the tremendous political clout of the media barons whose profits would be fattened by it."

The story has a present-day sequel. Rep. Morris K. Udall, D-Ariz., who cosponsored the Newspaper Preservation Act, was angered when the jointly run Tucson papers later were sold to chains, their value presumably enhanced by their years of cooperative operation.

Udall is now the sponsor of a bill (HR 2770) to keep family-owned newspapers out of the hands of chain owners by creating a complex procedure for prepayment of crippling estate taxes.

The Treasury Department opposes the bill, claiming it would amount to a huge tax subsidy.

But since Udall first introduced the bill in 1977, it has acquired 100 cosponsors in the House and 27 in the Senate, reflecting a growing concern about concentration of newspaper ownership in conglomerate hands.

The chief lobbyist for the bill is the same Morris J. Levin who spearheaded the Newspaper Preservation Act fight 10 years ago. Levin represents the Independent Local Newspaper Association, a group of "about a dozen" papers that he declined to identify.

This time, both ANPA and NNA, recalling the damage done to the industry's image in 1970, are steering clear of the legislation. While the groups say they will lobby for broader estate tax legislation to relieve many businesses, including newspapers, they criticize Udall's bill as too narrow.

"As the head of a trade association, I don't think I can remain above the fray. I don't like it and I'm uncomfortable with it."

—Katharine Graham

"Newspaper people ran for cover when that bill was introduced," said Low. "It was self-serving, special interest, private legislation."

But Levin and supporters of Udall's bill contend ANPA's disinterest in the legislation partly is due to the fact that so many of its members are chains. Two-thirds of ANPA's officers and directors represent chains or group-owned newspapers, representative of the fact that multi-paper companies control 70 percent of the nation's daily newspapers.

Levin notes that while ANPA and NNA dismiss Udall's bill as "special interest" legislation, the industry is not always so reluctant to accept government favors.

Among the preferences the industry receives, and has lobbied to protect, are special postal rates for newspapers and magazines, exemptions from the minimum wage and child labor laws for newspaper carriers, and favorable tariff rates on imported newsprint.

NNA General Counsel Arthur B. Sackler said the industry tries to take a broader outlook. He pointed out that newspaper groups, in supporting legislation to protect newsrooms against unannounced police searches, also urged protection for all "innocent third parties," including doctors and lawyers.

But he added, "on occasion, there's just no other way out" than to seek special interest legislation.

The most recent evidence of newspapers lobbying for special treatment is Section 570.31 of the Department of Energy's standby gasoline rationing plan, issued June 18.

In the six months following publication of a draft plan last December, ANPA and other newspaper representatives, especially Times-Mirror Corp.'s new Washington representative, Donald Keilermann, pressed Congress and the administration to add "newspaper distribution" to the list of "priority class activities," in the rationing plan.

Businesses on the list would be entitled to extra allotments of gasoline at the normal price in the event that rationing goes into effect.

Newspaper publishers testified at Energy Department hearings around the country, arguing that newspaper distribution would be vital in a crisis to keep people informed (among other things, about how the gas rationing plan would work).

Meanwhile, the publishers hit Congress and the White House with letters and visits and "grass-roots" contacts during congressional trips home.

The appeals met some resistance among congressional and administration staffers. Skeptics said the real question was not whether the publishers would have enough gas, but whether they would have to bid for surplus coupons in the open market along with other non-priority consumers.

But the publishers had greater success with members of Congress. Rep. James H. Quillen, R-Tenn., for example, after pleas from homestate publishers, gathered 32 of his colleagues' signatures on a letter to President Carter urging priority

for newspaper delivery.

In the Senate, Energy Chairman Henry M. Jackson, D-Wash., and ranking minority member Mark O. Hatfield, R-Ore., along with the chairman and ranking minority member of the subcommittee on energy regulation, sent letters to the president on the publishers' behalf.

The June 18 final version of the rationing plan gave the publishers what they asked for, a priority that promises to save them many thousands of dollars in the event of a gasoline shortfall.

"There's no doubt these guys know how to make the right phone call," said an impressed Senate aide.

Although ANPA is touchy about the word "lobbying"—its government affairs staffers are not registered with Congress as lobbyists—the group has been active on several other recent issues, including support of a bill to restrict newsroom searches, opposition to new exemptions in the Freedom of Information Act, and efforts to continue press access to pretrial court records.

Their highest recent priority, however, has been the AT&T bill, which publishers fear would allow the huge communications company to compete in the production of news and advertising. Several companies have been experimenting with electronic delivery of reading material to home television sets.

Compared to the massive lobbying of AT&T, cable companies, broadcasters and other telecommunications interests, the newspaper groups had been virtually invisible during the nearly four-year formulation of the bill.

But in recent months, as the bill has become a major issue in press trade publications, ANPA began sending memos to its membership warning of the bill's implications and suggesting calls to members of Congress. "They had people at about four different levels at the San Diego Union and Tribune call me, just to make sure I got the message," said House Communications Subcommittee Chairman Lionel Van Deerlin, a San Diego Democrat.

The Washington Post's Graham, who also is head of ANPA, and several other publishers visited key members of Congress.

According to two persons present for these visits, the publishers' basic worry seemed to be the possibility that AT&T would begin to produce and distribute over its wires a computerized "Yellow Pages" that would steal away classified advertising from newspapers.

"They're less concerned about the First Amendment than they are about competition in classified advertising," said Van Deerlin, one of the members visited. "They're probably right. But so be it."

Graham said ANPA's worry is not just the threat to the industry, but the threat to society of unleashing a monopoly the size of AT&T.

"We all tend to want to pose as holier than thou, but I really think it is a social issue," she said.

In July, ANPA drafted a proposed amendment that would bar AT&T from compiling or producing any material to go out over its wires.

The House Commerce Committee July 30 adopted such an amendment, 25 to 5, over the objection of one member that it ran counter to the pro-competition theme of the bill.

The publishers' activism on the AT&T bill reflects an increasing ANPA interest in new communications technology. This is not only because of potential competition, but because many newspa-

Tale of one paper's quieter pitch to Congress

When Congressman X introduces legislation to give Company Y a special tax break, you often can count on the local newspaper to raise a quizzical editorial eyebrow.

But what if Company Y *is* the local newspaper?

Last year, Texas Reps. Bill Archer, a Republican, and J.J. Pickle, a Democrat, introduced HR 4640, a bill to "exempt holdings in independent local newspapers from taxes on excess business holdings of private foundations." Sen. Lloyd Bentsen, D-Texas, introduced an identical bill, S 1614.

According to Archer's administrative assistant, Philip Mosely, the bills were introduced at the request of The Houston Chronicle, which is owned by a charitable foundation. The legislation would free the paper from a 1969 law that requires foundations to divest themselves of majority control in profit-making businesses.

The bill's sponsors said their legislation would allow the Chronicle—and other papers that might someday choose to follow its example—to remain in local hands rather than selling out to a chain.

A Treasury Department official said ownership by a foundation relieves the newspaper of stockholder pressures and "in essence, it gives the corporation more money to play with." The Treasury Department opposes this as an unfair competitive advantage.

The bill apparently lay unnoticed until June, when a House subcommittee scheduled a hearing. At that point, the competing Houston Post announced it would send its president, William Hobby—who is also the lieutenant governor of Texas—to testify against the bill.

Caught in a crossfire, Pickle and Archer suggested that the bill be shelved.

"We're not going to get in the middle of a fight between two major newspapers," Mosely said.

Pickle's administrative assistant, Michael J. Keeling, agreed that the Post's opposition had created a tricky situation: "The last time we had a real race, I'm sure both [newspapers] endorsed us."

Executives of the Post and Chronicle refused to comment on the legislation.

Reporters at the two newspapers said they could not recall any stories about the situation in either paper.

A Chronicle Washington reporter explained that "I think we have a policy here of not getting into that. . . . To a certain extent, readers resent having to read about the paper itself."

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pers also own radio and TV licenses and cable television franchises.

Recently, the association hired Kathleen Criner, a former White House telecommunications specialist, to keep publishers on top of the fast-breaking technology. The group's associate general counsel, W. Terry Maguire, was hired in part because of a background at the Federal Communications Commission. And among the lawyers on retainer to the group is former FCC Chairman Richard Wiley.

Several newspaper and broadcast representatives interviewed for this article surmised that this can only mean increased entanglement in legislation for newspaper publishers, as they come in closer touch with a field that has long been under heavy regulation.

Many broadcasters hope that a side effect will be an increasing press interest in applying "First Amendment" freedoms to electronic media. Publishers have not historically shown much sympathy for broadcasters, who—because the airwaves are not open to everyone—live under federal restraints to assure they use their privilege fairly and constructively.

"There is an awakening realization that print media have just taken a powder over the years, while broadcasters have fought the regulators," said former ASNE President Eugene C. Patterson, editor and president of The St. Petersburg (Fla.) Times and Congressional Quarterly Inc.

Of the major print trade associations, the National Newspaper Association is the most uninhibited in its lobbying.

Like many trade associations, NNA has a sophisticated organization of local "contact teams" in almost every congressional district, capable of zeroing in on a given congressional committee or subcommittee.

More than 600 owners, representing "a few thousand" local newspapers, are active participants, said (former) NNA Executive Vice President William G. Mullen.

"In most cases they are on personal terms with the member," Mullen said. "It's an office the senator or congressman, running for re-election at least, will call on every time he's back in the district. If they're not on a close personal basis, they are at least on a close professional basis. Our phone calls go through to the member [of Congress] himself."

NNA cut its lobbying teeth on the issue of postal subsidies, crucial to the association because most weekly newspapers are delivered by mail.

This year the group teamed up with the National Association of Letter Carriers and other interested forces to fight budget cuts that would reduce mail delivery from six days to five.

The mail unions and mail users plotted strategy together, cooperated on letters and Mailgrams to Congress, and divided up the members of Congress for special attention, with NNA concentrating on rural areas where it has the most influence.

"More and more people in the press are saying legislation is the solution to bad court decisions. On the other hand, there's a real uncomfortable feeling that you don't want to go to the legislature with your hat in your hand."

—Jack C. Landau

"They only gear up when there's an issue that affects them," said Letter Carriers' lobbyist George B. Gould III of his newspaper allies. "When they do, though, they are quite competent and quite effective. They bring in their publishers and have them editorialize on the issue."

"There's some feeling newspapers should not be doing that," Mullen conceded. "It's more among the larger papers. But even ASNE and ANPA are doing more. . . . They're gaining a better appreciation of government intrusion all the time."

ASNE is the most aloof of the major newspaper associations when it comes to lobbying.

The group confines its activities to issues that affect editors' ability to cover the news—usually billed as "First Amendment" issues—and then they usually confine themselves to testifying when invited.

"They comment on governmental affairs through their editorial columns," said Richard M. Schmidt Jr., ASNE's Washington counsel. "They really don't envision themselves as an active lobby."

One exception, he recalled, was when President Ford vetoed a major expansion of the Freedom of Information Act in 1974. On that occasion the editors "came down with letters and phone calls like mad," and helped win a veto override.

Schmidt sends out "alerts" and analyses of legislation, sometimes including lists of the members of Congress who will be involved. Some editors then write letters to their members of Congress, or write editorials and send them to lawmakers, he said.

For example, after an ASNE pep talk on the importance of legislation to protect newsrooms against unannounced police searches, The Burlington (Vt.) Free Press editorialized in May on the need for such a bill. The editorial urged that Sen. Patrick J. Leahy (Vt.) "exert his influence" on the Senate Judiciary Committee to help move the legislation.

Two days later, the Free Press wrote a second editorial—"Leahy Meets Civil Liberties Issue Head-on"—lauding Leahy after he told the paper he supported the bill.

ASNE has wandered outside its usual First Amendment terrain this year to keep an eye on the AT&T bill.

"This is an unusual step for them to get into something like this," Schmidt said. "In the past it would probably have been thought of as a business issue."

The Newspaper Guild, a union of reporters and other white-collar newspaper employees, lobbies infrequently. It has endorsed Udall's newspaper estate tax bill, for example, but has not done much to round up support.

The group seems to be more interested in general labor issues—phone calls to the office are answered, "The Newspaper Guild. Boycott J.P. Stevens products", and its deepest involvement in Congress recently was in support of the union-backed 1978 labor law revison.

While all of the major press and broadcast organizations devote some attention

to so-called First Amendment issues, two Washington groups were created specifically to respond to perceived assaults on press freedom.

The Reporters Committee for Freedom of the Press, headed by reporter-lawyer Jack C. Landau, spends most of its time in court fighting "censorship" and "right to know" cases.

However, the group also watches Congress and sometimes testifies on press freedom issues. Landau, for instance, was deeply involved in combatting congressional efforts to establish new penalties for disclosure of government secrets. He also has joined in the dispute over secrecy of pretrial records, efforts to exempt security agencies from the Freedom of Information Act, and newsroom search legislation.

Landau frequently writes about these issues in a weekly law column for Newhouse Newspapers.

Landau sees "a kind of ambivalence" among press people about going to Congress to protect what many of them feel is a constitutional right.

"On the one hand, more and more people in the press are saying legislation is the solution to bad court decisions," he said. "On the other hand, there's a real uncomfortable feeling that you don't want to go to the legislature with your hat in your hand."

For example, while about half of the states have passed some form of reporter "shield law," protecting newsmen from having to testify in court about confidential sources, major press groups have never reached a consensus on whether to support such legislation on a national level.

Thus, Landau said, "the most effective media lobbying is on economic issues."

A second press freedom organization is called the Joint Washington Media Committee, which was created during Nixon-era attacks on the press and reactivated a year ago.

It is a group of 20 press and broadcast organizations that meet regularly to discuss strategy for courtroom and congressional defense of press freedoms.

In addition to the three major newspaper associations, there are a handful of ad hoc alliances and publishing representatives who lobby in Washington.

One single-interest group is the Newspaper-Broadcaster Committee, represented by lawyer Toby Harder, a former aide to the House Communications Subcommittee, and Lee Loevinger, a former FCC commissioner.

Harder's clients, about 18 newspaper chains that also own radio or TV stations, hired him to lobby for a bill (HR 6228) to prevent the Federal Communications Commission from breaking up existing cross-ownerships or counting them against broadcasters when they apply for license renewals.

Harder helped steer the bill through a House subcommittee July 1 with no opposition.

Some newspaper groups maintain their own "government affairs specialists" in Washington. Times-Mirror Corp., which owns the Los Angeles Times, in February hired Donald Kellermann, a former TV news director and Republican aide in Congress, to watch government activities and lobby "when it's necessary." He has lobbied on gasoline rationing and the AT&T bill.

Gannett Co., the nation's largest newspaper chain, employs former Carter deputy press secretary Walter W. Wurfel to

Sharply differing views on political

When the Gannett newspaper chain merged with Combined Communications Inc. in 1979, the company found that—in addition to television, radio, magazine and advertising interests—it had acquired something it wanted nothing to do with.

Some of the outdoor advertising companies that came to Gannett in the deal operated political action committees (PACs) that gave money to political candidates.

According to Gannett Vice President Walter W. Wurfel, the new subsidiaries were ordered to disband their PACs. Even though the PACs were a corporate arm's length from the company's new business, he said, "We just decided we didn't want to be in the PAC business, because the image would be wrong."

Gannett's action is an extreme example of a sentiment that is widespread in the news industry. While almost every other special interest, from trial lawyers to turkey growers, has armed itself with a campaign committee, in the news business PACs are exceptional, fairly small, and often the subject of moral conniptions.

Media lobbyists say a PAC may help assure access to lawmakers and help keep supporters in office, but they fear it also may tarnish the industry's reputation for impartiality.

The largest PAC representing a print news outlet is one called The Committee for Good Government.

The PAC is registered through a Texas lumber company called Temple-Eastex, which handles the paperwork. But of the $88,000 the PAC had spent as of June 30 on 1980 election campaigns, more than half came from executives of Temple-Eastex's parent company, Time Inc., publisher of the weekly news magazine and several other periodicals.

John Steele, Time's Washington-based vice president for government affairs, and his staff selected most of the 75 congressional candidates who so far have received gifts from the fund, according to Steele's assistant, Janet Olsen.

"We debated for a long time," whether it was proper to have a PAC, Steele said in an interview. "We finally felt that we should, as a responsible company whose business goes a long way beyond publishing a magazine." In addition to its string of magazines—Time, Life, Fortune, People, Sports Illustrated and Money—the company is involved in forest products, cable TV, book publishing, containers and real estate.

Steele said the PAC was registered through Temple-Eastex because, "It's just more convenient for us. When we contribute, it's always known as a Time Inc. contribution."

Another periodical trade group, the Magazine Publishers Association, has a small PAC which had given $11,000 as of midyear.

Newspaper trade associations, however, have deliberately avoided joining the PAC parade due to strong resistance from members.

"I would be mortified if there was ever any suggestion that a newspaper associa-

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handle public relations and governmental affairs; Wurfel said he collects legislative information for the company and participates in a First Amendment media group, but does not do "advocacy work."

David Bunn, a lobbyist for the Magazine Publishers Association, also represents the Hearst chain, primarily on a conservation bill that would affect Hearst-owned property in California.

One of the most active print news-related Washington offices belongs to Time Inc., whose staff of four follows a wide range of press and "general business" issues for the company, according to Government Affairs Vice President John L. Steele.

Time's lobbyists also have the use of a political action committee to make campaign gifts to friendly lawmakers, something newspaper associations have religiously avoided. (See story below.)

Steele calls the operation "low key" but adds, "We have been known to explain our position on matters that affect us."

Sometimes a newspaper with a unique problem will approach its members of Congress directly, without the need for a Washington intermediary. The Houston Chronicle, for example, got Texas congressmen to introduce legislation to preserve its relationship with a tax-free Texas endowment. (See story, page 16.)

Most press representatives grudgingly acknowledge that the separation of a newspaper's business and its contents may not always be clear to politicians.

No subject is more sensitive in the news world than the suggestion that the industry's power stems from its control of what America knows about politicians.

Lobbyists strongly insist newspapers do not use their news columns or editorial pages to promote their financial interests.

"We would never be in the position of suggesting in any way, shape or form that a member newspaper take an editorial stand on any issue, period," said ANPA's Maguire.

Mullen of the NNA said the group tries to generate editorials on issues, but "there's never an implied threat, or even an inferred threat that someone would take out after a member [of Congress] editorially."

Yet, most press representatives grudgingly acknowledge that the separation of a newspaper's business and its contents may not always be clear to politicians.

The same week that The Washington Post's Graham was lobbying Congress on the AT&T bill, the Post editorialized against the "unusual haste" of the bill's sponsors, noting in passing that "this newspaper probably has a commercial interest in the way this legislation turns out."

Graham said she and other ANPA members did talk to the paper's editorial writers and the reporter covering the legislation. But she said she told them they should not feel pressured by the fact

action committees for the media

tion get involved in anything like that," said K. Prescott Low, chairman of the Government Affairs Committee for the American Newspaper Publishers Association. "When you start to put your money where your mouth is, that changes things around."

Katharine Graham, head of both ANPA and The Washington Post, agreed: "I really do feel we ought to be perceived as being fair, as well as being fair."

"I've tried to encourage our people to create a PAC," said William G. Mullen (formerly) of the National Newspaper Association, which represents small daily and weekly newspapers. "Not to dump a lot of money around town, but at least to have a little so when we're invited to a fund-raiser we're able to go and be seen." But Mullen consulted with his members and found, "It rubs them the wrong way."

Although a few publishers make contributions as individuals, most seem to feel they should register their approval of candidates, if at all, through editorial-page endorsements at election time.

The major TV and radio group, the National Association of Broadcasters (NAB), also had qualms about forming a PAC, but overcame them.

Former NAB lobbyist Roy Elson said that when he first proposed, at a 1972 board meeting, that NAB establish a PAC, the association's directors wouldn't even let the subject be recorded in the minutes of the meeting, fearing it might be "unethical." But that same year the NAB was persuaded to establish the Television and Radio PAC, and Elson feels the broadcasters have gotten "more bang for their buck" than other special interests, in the form of access and visibility.

As of June 30, Television and Radio PAC had dispensed about $50,000 to congressmen in 1979 and 1980. Recipients include 30 of the 42 members of the House Interstate and Foreign Commerce Committee, which oversees communications. The largest donations went to members involved in efforts to amend the communications laws. The PAC also is available for use by network lobbyists who want to attend fund-raisers, where they can make valuable legislative contacts.

In addition to campaign giving, NAB and its state broadcast associations also pay key members of Congress honoraria for speeches to broadcasters.

Members of Congress reported $23,350 in honoraria payments from NAB and its state affiliates in 1979, with the largest recipients being House Communications Chairman Lionel Van Deerlin, D-Calif. ($2,750), Senate Commerce Chairman Howard W. Cannon, D-Nev. ($3,000), and Senate Commerce members Wendell H. Ford, D-Ky., Barry Goldwater, R-Ariz. and Larry Pressler, R-S.D., each with $3,000.

In all, the broadcasters paid honoraria to eight House members, five of them members of the Communications Subcommittee, and five senators, all members of the Communications Subcommittee.

By Bill Keller

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that she runs the company.

"We went to them in an openly partisan way," she said. "We told them, 'We're partisans here. I'm not me.' I said I didn't want to see what they wrote."

Did she feel members of Congress distinguished between her role as ANPA spokeswoman and her control of an influential newspaper?

"That's an askable question," she said. "It's the reason I have never done it [lobbied] before. Yet, as the head of a trade association, I don't think I can remain above the fray. I don't like it and I'm uncomfortable with it."

On smaller papers, where the publisher and the editor are often the same person, the separation may be more difficult to maintain.

Frank Leeming, publisher of the Kingsport (Tenn.) Times-News, for example, acknowledged that when he asked his local congressmen to help get newspapers priority in the gasoline rationing plan, their quick response was partly due to their dependence on his newspaper for public attention.

"When they look at Kingsport, they would see me as both a businessman and as the person who controls the editorial policy of the paper," Leeming said. He added that their help will not win them any favors from his newspaper.

On rare occasions, newspaper executives seem to view their reporters as a convenience in furthering their business interests.

When lawyers for the Newhouse newspaper chain wanted to talk to House Ways and Means Chairman Al Ullman, D-Ore., about a tax problem a few years ago, they asked the Washington correspondent for the Newhouse-owned Oregonian to set up an appointment with the congressman. A former Newhouse Washington bureau chief said the request was "unusual, but not unique. I frankly doubt that it's only the Newhouse bureau."

The bureau's current chief, Robert G. Fichenberg, said he has not had any such requests since he took over two years ago, though the chain sometimes uses its news bureaus to round up bills or other government documents of corporate concern. □

Congress poised to approve

By Margaret Genovese
presstime staff writer

Signs are pointing to the probable enactment sometime in September of a law to protect the news media from surprise police searches.

Congress is grinding toward passage of a bill that would overturn the U.S. Supreme Court's 1978 decision in *Zurcher v. The Stanford Daily*, authorizing police to gather evidence from a newsroom by search warrant, rather than by the subpoena process. And the highly publicized July 26 search of a Boise, Idaho, television newsroom by county authorities has brought fresh calls from ANPA and other press groups for swift action on the legislation. (See chairman's corner, inside front cover.)

On Aug. 4, the Senate passed by voice vote a bill (S 1790) prohibiting police at all levels of government from searching for or seizing the "work product material" of members of the press unless they are suspected of a crime or when immediate seizure is necessary to prevent death or serious injury. It also directs the Justice Department to develop guidelines for federal officials in searching other non-suspect third parties.

In the House, the Rules Committee July 24 cleared the way for the Judiciary Committee's police search bill (HR 3486) to be considered by the full chamber.

The House bill goes further than the one passed by the Senate and prohibits federal searches of all non-suspect third parties, a position ANPA supports.

At press time, the bill had not been scheduled for debate. But one of its principal sponsors, Rep. Thomas F. Railsback (Ill.), was confident. "I think it's going to be acted upon (before the end of the session), favorably acted upon," he said in mid-August.

(The House has set Oct. 3 as its target date for adjournment, although there is a possibility Congress could be called back into session after the November elections.)

Railsback, ranking Republican on the Subcommittee on Courts, Civil Liberties and the Administration of Justice that had primary jurisdiction over the legislation, predicted that any bill passed by the House "probably will be limited to the

© Peter Andrew Bosch, The Idaho Statesman

During search of the newsroom at KBCI-TV, Boise, Idaho, county prosecuting attorney's office investigator views video tapes of prison riot as station attorney talks on telephone at left. Two tapes shot by a station cameraman were removed in the search.

bill barring search of media

press only." He had amended the bill in April to add the third-party provision, but he noted that the Carter administration supports press-only legislation.

The search of KBCI-TV in Boise was conducted by an investigator for the Ada County prosecutor's office and five deputy sheriffs who allegedly rifled desks, cabinets and the station's film library before seizing two videotapes. County Prosecuting Attorney James C. Harris said he needed the tapes to identify inmates who took part in an Idaho State Penitentiary disturbance that week. The tapes were made by a KBCI-TV cameraman and Managing Editor Robert Loy inside the prison.

Loy and the station filed suit Aug. 1 against Harris and the state in the 4th District Court of Idaho, alleging the search violated their rights under the state and U.S. constitutions and seeking return of the tapes. A motion to dismiss the suit, made by Harris, is expected to be heard Sept. 2. The station's motion for an injunction to prevent further searches was pending at press time.

Prosecutor Harris said he didn't seek a subpoena for the tapes because, under Idaho law, criminal charges must be filed before a subpoena can be obtained.

Loy contended, however, that Harris had two other "less stringent and less intrusive" routes he could have taken—impaneling a grand jury and having a special magistrate appointed. Each could have issued a subpoena, he said.

Harris also has said Loy gave up his First Amendment rights when he entered the prison at the request of the inmates to record their grievances, a notion Loy resists. "No one voluntarily gives up his rights," he said.

Loy said the station had been "tipped off" by members of the news media that Harris had obtained the warrant and had about 30 minutes' warning before the search was conducted. The Idaho Statesman, a 54,000-circulation daily in Boise, had staff on the scene to cover the search.

In a letter July 29 to the House and Senate Judiciary Committees, ANPA Executive Vice President and General Manager Jerry W. Friedheim called the action of officials in Boise "a particularly egregious example of the peril to the First Amendment implicit in the use of search warrants by law enforcement officials." He said it illustrated the need for fast legislative action.

Eight other media organizations made a similar statement Aug. 5.

Boise was believed to be the second news media search since *The Stanford Daily*. The first was May 15 at the offices of the printer of the Flint (Mich.) Voice, a monthly "alternative" newspaper [presstime, July, page 26].

The Boise search was followed swiftly by another. On July 29, agents of the Georgia Bureau of Investigation searched the home of Charles Postell, state editor of the 35,000-circulation Albany (Ga.) Herald.

Postell had alerted police of the escape of four convicted murderers from the Georgia State prison.

According to Herald Publisher James H. Gray, the newspaper has filed suit in U.S. District Court in Macon, Ga., charging the GBI with violations of the First and Fourth amendments.

Gray said the GBI conducted two searches of Postell's home, one without a warrant and one with. He said the investigators told Postell they were sent to his home "to protect his person," but in the early morning of the next day Postell found the police going through his personal papers. Gray said Postell asked the agents to leave, but they returned with a warrant and conducted the second search. Agents removed letters from prisoners to Postell and his wife. Postell has written extensively about death-row inmates and about possible wrongdoing by a GBI agent.

Gray says the newspaper's suit does not seek damages. "I'm not asking any grievance money at all," he said, "I just want to uphold the priniciples of press freedom and individual protection. I'll take it to the Supreme Court if I have to. . . . I resent very much the government trying to use me as an instrument of the law." □

Strict policy asked for pretrial papers

Leaders of the House and Senate judiciary committees have asked federal judges not to waive the filing of pretrial, civil-suit court documents unless there is a sufficient public interest to do so.

Federal judges may exempt filing of those documents under new rules designed to reduce paperwork and expenses. The rules took effect Aug. 1 [presstime, August, page 14].

Rep. Robert F. Drinan (Mass.), chairman of the House Subcommittee on Criminal Justice, and Sen. Edward M. Kennedy (Mass.), chairman of the Senate Judiciary Committee, said in letters to the Administrative Office of the United States Courts that their panels will monitor the courts to ensure that the rule is implemented fairly. □

ANPA asks Hill to delay acting on SBA loan bill

ANPA has suggested that Congress delay action on a bill to overturn the Small Business Administration's policy of denying loans to some "opinion-molders," including newspapers, pending SBA review of that policy [presstime, August, page 15].

In an Aug. 8 letter to Sen. Gaylord Nelson (Wis.), chairman of the Senate Select Committee on Small Business, ANPA Executive Vice President and General Manager Jerry W. Friedheim said "the First Amendment seems to us to prohibit government ownership of newspapers; yet, default of a government loan to a newspaper business might result in exactly such a situation, at least temporarily." □

Uniform FOI bill drafted

The National Conference of Commissioners on Uniform State Laws has endorsed a package of legislative language on privacy rights and freedom of information that will be presented to all states for their possible adoption [presstime, April, page 20].

The conference approved the Uniform State Information Practices Code at its meeting July 26-Aug. 1 in Hawaii. □

Covert agent bill advances

Following closely on the heels of its House counterpart, the Senate Select Committee on Intelligence approved legislation that would make it a crime to disclose the names of covert U.S. foreign intelligence agents.

ANPA and other media groups have charged that the bill raises "troubling constitutional questions" and, if enacted, would have a "chilling effect" on news coverage. They have asked the Senate Judiciary Committee to hold hearings on the legislation.

Meanwhile, the House Judiciary Committee's Subcommittee on Civil and Constitutional Rights scheduled hearings on the bill (HR 5616) reported out by the House Select Committee on Intelligence July 25 [presstime, August, page 15].

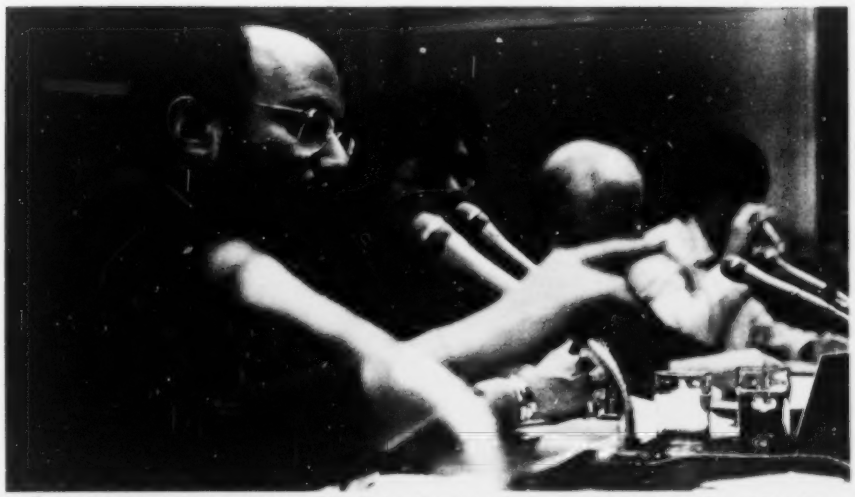
Like the House bill, the Senate version (S 2216), is designed to protect covert agents. Both bills provide stiff penalties for former agents who disclose the names of their colleagues.

The bills also would make it a crime, in some instances, for private citizens or groups, such as the press, to disclose agents' names, whether or not the information was classified as a government secret.

Before approving its bill July 29, the Senate committee rejected an amendment by Sen. Birch Bayh (Ind.) designed to protect "normal" journalism.

In a letter to Sen. Edward M. Kennedy (Mass.), chairman of the Senate Judiciary Committee, media groups including ANPA said, "We have no quarrel with the intent of S 2216, but we think (it) casts too wide a net. As we understand the bill, it would subject reporters, authors, publishers and broadcasters to possible imprisonment for revealing the names of covert agents regardless of motive or whether the information was derived from unclassified documents."

The organizations suggested that the bill limit its criminal penalties to disclosures by those who have had access to classified information, such as former agents or other present or former government officials. □



Wisconsin Publisher and Editor John M. Lavine urges changes in estate tax law at hearing.

Estate tax bill doesn't go far enough, publisher tells Senate finance panel

Estate tax reform legislation before the Senate is a "much needed first step toward revitalizing the small, family-owned sector of our economy," John M. Lavine, publisher and editor of four small daily newspapers in Wisconsin, told a Senate subcommittee.

He added, however, that while the bill (S 2967) introduced July 24 would increase from $175,000 to $500,000 the amount of property that may be passed on to an heir without incurring tax, overall worth of "many of the best small enterprises" is more than $500,000.

Lavine represented the Tax Law Action Group [presstime, May, page 21] in testimony Aug. 4 before the Subcommittee on Taxation and Debt Management of the Senate Finance Committee.

He described as "welcome" the bill's provision to increase from $3,000 to $6,000 the amount of property that may be given away, tax free, during each year of one's lifetime. But it should be higher, he said.

Lavine also noted that the bill's provision of an unlimited marital deduction—allowing an exemption from estate and gift taxes for property given or left to a spouse—does not deal with inheritance by children and other relatives.

He proposed additions to S 2967 to bring the bill in line with TLAG recommendations. Specifically, Lavine suggested provisions to:

- Change Internal Revenue Service procedures to allow an estate to be valued on the basis of its present and historic financial condition, rather than on the basis of its potential sale or merger value.
- Eliminate the penalty tax on capital accumulated in anticipation of estate taxes.
- Ease tests which qualify stock redemptions for capital gains tax treatment when redeemed to pay estate taxes.
- Ease the qualifications for extended payment of estate taxes over periods of 10 and 15 years in cases of closely held, family businesses.

Deputy Assistant Secretary of the Treasury Daniel I. Halperin told the subcommittee that while some changes proposed in the bill "may be appropriate," his department is not in favor of proceeding with them without more analysis.

The Tax Law Action Group is an ad hoc group formed to implement recommendations of ANPA's former Tax Law Task Force. TLAG includes members active with ANPA, the National Newspaper Association, Suburban Newspapers of America and the National Newspaper Publishers Association, as well as many regional and state press associations. □

20 years a professor, Ed Bassett returning to newspapering

By Margaret Genovese
presstime staff writer

Edward P. Bassett was talking about the upcoming school year and the prospects for journalism enrollments. It will be, predicted the director of the University of Southern California's School of Journalism, "the last flood tide that we enjoy for a while."

But Bassett won't be channeling that tide as a journalism educator, as he has for the past 20 years. On Sept. 1, he becomes the editor of the Statesman-Journal, a 63,000-circulation daily in Salem, Ore., part of the Gannett group.

He doesn't consider it a case of trading in the classroom for the newsroom, but rather one of going from one classroom to another. That's one reason he is making the change.

"I thought I would like to work with a different range of students," he explains—25-40 year-olds in mid-career, as opposed to 18-22 year-olds. "I figure that a person on the staff of a newspaper has many of the same needs as a journalism student."

Another reason, he says, is John McMillan, publisher of the Statesman-Journal. They obviously are on the same wave length.

Asked why he reached into academe for his new editor, McMillan explains:

"It seemed to me, in this time and place, that what was most needed for a staff that was fairly young and very interested in self-improvement was a teacher.

"There is a need for younger people in the work force to get some sense that they are continuing to have a learning kind of experience. In other words, salary and interesting work are not, any longer, according to personnel people, an adequate reward. . . .

"So it seems to me, the newsroom . . . has got to have some kind of intellectual stimulation to it."

Edward P. Bassett

McMillan admits that on the surface, his idea of a teacher-editor "sounds kind of fuzzy-headed." But the publisher notes that Bassett two decades ago acquired solid experience in newspapering, and that over the past five years as director of the USC J-school he demonstrated skills as an administrator and manager.

The 51-year-old Bassett traces his inspiration for a career in journalism to his sixth grade teacher who "told me I could write." In high school, he edited an underground newspaper "long before that was fashionable."

He majored in history and political science—not journalism—at Washington and Lee University; but then he got a master's degree in journalism and Near East studies at the University of Michigan.

After graduation, he worked in positions ranging from reporter to city editor for The Courier-Journal in Louisville, Ky., the Falmouth (Mass.) Enterprise, The Anderson (Ind.) Herald, and The Daily News in Longview, Wash. Later he returned to school, earning a doctorate in mass communications at the University of Iowa.

He has been a lecturer and publisher of the campus newspaper at the University of Iowa, assistant professor and acting chairman of the University of Michigan Department of Journalism, and dean of the School of Journalism and vice chancellor for academic affairs at the University of Kansas.

Bassett has headed the Association for Education in Journalism and the American Association of Schools and Departments of Journalism, and he served as vice chairman of the American Council on Education for Journalism—the accrediting organization for J-schools.

But during his two decades as an educator, he kept his hand in newspapering, pulling summer duty on the copy desks of The Journal in Providence, R.I., The Seattle Times and the Los Angeles Times. Last summer, he worked on the editorial page of the Oregon Statesman, which was combined earlier this year with its sister paper, the Capital Journal, to form the Statesman-Journal.

Bassett explains that it was then that he cemented relationships with McMillan, with whom he had previously been acquainted. McMillan was screening candidates for the position of editor. "We hit it off. He made the overture, and I said sure," Bassett says.

In the debate over what constitutes the best training for journalists, Bassett (not surprisingly) comes down on the side of journalism schools. And, he says, they also serve a useful purpose of "weeding out" those not suited to the work.

In assessing his career as a journalism educator, Bassett "look(s) to the product. I really believe that the products produced over 20 years have been pretty darn good."

Now, he says, listing the final reason for his switch to editor, "I would like to go and try to produce an even better newspaper."

Bassett is married and has three daughters. One daughter is employed in the payroll department of The Sun in San Bernardino, Calif., and a son-in-law is a photojournalist at the Statesman-Journal. □

Newsman to professor: thoughts on transition

By Clark R. Mollenhoff

As I entered the academic field as professor of journalism at Washington and Lee University in the fall of 1976, my paper credentials could be considered impressive. But when I analyzed my assets and liabilities, I realized that what seemed to be major assets might become serious liabilities unless I studied to fill the large gaps in my background. Those gaps could be filled only by concentrated study on journalism history, by re-examination of my position and testimony before Congress on a large number of Freedom of Information problems, and by fortifying and broadening my knowledge of communications law.

My awards could make me a high-profile target for derision if my performance as a teacher fell short of some unmeasurable standard. Also, I could expect those awards to be subjected to highly critical scrutiny by students and faculty members alike, and in turn measured against any journalistic standards I espoused in my classes. Either I had to preach what I had practiced or have an explanation that would withstand the inquisitive and skeptical questioning of students and faculty.

My books represented an asset in depth research related to government information problems and investigative reporting techniques. However, each book was a potential handicap and could cause problems if it contained any significant factual inaccuracy, unsound research techniques, questionable ethical standards or sharply partisan opinions or conclusions.

It was necessary to carefully reread each book with an eye alert for material that might be erroneous or terminology that might have been moved into a different perspective by the passage of time.

Lectures on investigative reporting I had presented at American Press Institute seminars over a period of 20 years gave me some valuable experience of direct use for teaching university classes. However, sustaining the interest of college students over a period of months would be more difficult than keeping the attention of reporters and editors in a three-hour session dealing with the nuts and bolts of public service reporting.

The question in my mind was whether I could break up the various API lectures on investigative reporting into two dozen segments that would build and keep the interest of college students. I wasn't certain I could do that until I had completed the first semester, given the tests, corrected the term papers and posted the grades. I was then in a position to assess what I had done, to recognize the weaknesses and to take steps to buttress those areas for the next term.

Mollenhoff, professor of journalism at Washington and Lee University in Lexington, Va., is a veteran Washington correspondent for the Des Moines (Iowa) Register and Tribune and the winner of 25 major journalism awards, including the Pulitzer Prize. A lawyer, he is the author of 10 books, the most recent being The President Who Failed. *His textbook entitled* Investigative Reporting: From Courthouse to White House *is scheduled to be published by the end of the year. He has been awarded six honorary degrees.*

By the end of that first semester, it was apparent to me that moving from the daily grind of a working newsman to the academic field does not, and should not, mean semi-retirement where one can rest comfortably on whatever laurels one may have accumulated. If the task of teaching journalism students is done properly, it takes hard work preparing for class lectures and doing the depth reading and research essential to keep ahead of a constantly changing scene.

While getting away from daily story deadlines is a welcome relief, the probing perceptive questions of bright students are a daily reminder of the gaps in one's knowledge of journalism history, journalism law and research techniques. Regardless of the breadth of one's experience or continuing research, it is impossible to have answers to the hundreds of questions students ask.

Most of the questions come from bright and inquisitive students who are in serious search for answers. Others come from the clever (or not-so-clever) devious students who simply want to put you on the spot as they probe your answers for biases, political partisanship or other areas of vulnerability.

These questions deal with the history of the press, the law of the press, and the complicated factual details on law and procedures in the operation of city, county and state government. These questions deal with contemporary investigations of government corruption or mismanagement, and with stories and investigations that may be 10, 20, 30 or even 100 years old.

No one could conceivably give precise answers to all of the questions raised by the brightest students, but one has to be prepared to answer as precisely as possible and to give guidance to the students who seek more specific information. I have learned that if I do not have a precise answer, I must admit it frankly at the outset and try to find the answer if it is important.

"By the end of that first semester, it was apparent to me that moving from the daily grind of a working newsman to the academic field does not, and should not, mean semi-retirement where one can rest comfortably on whatever laurels one may have accumulated."

It is relatively easy for the professor to justify momentarily his own lack of depth knowledge by arrogantly brushing aside a student's question as "stupid" or demonstrating "inexperience." However, that tactic will be recognized for what it is within a short period, and the professor will be the loser.

Many of the best journalistic texts contain errors of fact, distortions or misconceptions projected by distinguished educators who are dealing with a situation second or third hand in an area outside their direct experience. Those errors must be viewed with an understanding perspective. Before criticizing the academicians for "ivory tower" attitudes, it is necessary to

recognize that in almost every instance of error or distortion, the text author is relying on the careless comments of prominent working journalists.

Most journalism professors have had some practical experience in the news business and are sincerely trying to come to grips with the problem of balancing the real working world of journalism and the idealism they must try to teach in the classrooms. When these academicians make mistakes, it is probably because they have relied too much upon the comments of well-known publishers, reporters, editors or commentators, and have made the erroneous assumption that the comments were well thought out, responsible and based upon a solid factual or legal premise.

The text authors may have failed to take into account that many of our best-known publishers are individuals with little or no understanding of the day-to-day operations of reporters or editors on major investigative reporting stories. They may have failed to take into account that a reporter's comments and conclusions may be based upon a narrow self-interest in breaking a specific news story. The reporter's or editor's comments may have been made spontaneously and without sufficient thought as to other ways the story might have been dealt with, or as to whether a specific news story was in the best interest of the public, the nation or even the long-term reputation of the newspaper, the editor and the reporter.

Mollenhoff conducts seminar.

It is essential that the professor deal with this lack of realism that infects some of the journalism texts without losing the benefit of ethical idealism and depth studies that usually flourish only in an academic atmosphere. It takes a good deal of practical experience, plus additional research, for a professor to be able to explain the errors and superficiality in one part of a text in a manner that will be convincing to bright and independent-minded students but will not be destructive to the academic process.

Perhaps the greatest challenge for the new professor of journalism is answering the serious questions raised by students about examples of superficiality, political bias, questionable ethics and outright venality in the media. The periodic examples of shoddy and unethical journalism are made more difficult to explain when thoughtless commentators, reporters, editors or publishers try to justify bad journalism with arrogant self-serving quips or distorted versions of what the First Amendment means.

Fortunately, many of the same newspapers and networks that carry biased and superficial stories on politics and government do develop some well-researched and well-documented news stories that can be used to demonstrate balanced and fair treatment of controversial issues. We need more of these examples of good journalism to drive home the point that experience, skill in using research techniques and fair play in dealing with news sources are what the newspaper publishers and editors want.

After four years in the academic world, I feel that I have managed a reasonably successful transition. A considerable measure of that success rests upon the fact that my colleagues at Washington and Lee earlier had made successful transitions from the world of working newsmen to the academic world and had a realistic understanding of the problems. They were cooperative in making suggestions without making me feel ill at ease, and they used my strengths without exposing my many weaknesses in the first few months when I was organizing my classes.

They willingly took over those segments of my classes where I had little or no experience, and they asked me to work with their classes in areas where I had expertise and experience. The first year was largely one of experimentation while I filled the gaps in my background for teaching and while we tried to determine how I could best serve the Journalism Department and the university.

At the beginning of my second year I assumed responsibility for two sophomore classes, one seminar in editorial writing for juniors and seniors, and a six-week course in advanced investigative reporting for journalism majors. I also shared responsibility with another professor in two classes dealing with the government and the press and communications law.

"The first year was largely one of experimentation while I filled the gaps in my background for teaching."

From time to time, I am called upon to take part in the seminars on journalism ethics and in reporting classes. Also, I do a weekly television program called "Retrospect," with students manning the cameras, running the control panels and questioning me on some national or international news story or on some government investigation that we believe is receiving inadequate coverage.

Some might spurn the contact with sophomores, who are often in their first academic contact with the news business, and would prefer to limit their teaching to a few seminars of advanced students. I find it stimulating to have the first opportunity to prod the students' interests in reading the news columns and editorial pages rather than only the sport pages.

I enjoy dealing with the same students in smaller groups after they have been brought under the tighter-and-tighter disciplines of thinking, writing and editing by other W&L professors. It is an interesting challenge to work with these emerging newsmen in small enough classes where I can tailor my teaching to the individual student's needs whether it involves refining or bolstering his research tools, his writing or his belief in himself.

Perhaps it is different at other, larger academic institutions, but at Washington and Lee University the transition has been thoroughly pleasant. I cannot know whether I could be so happy in this quiet little Virginia mountain community if my 36 years with the Des Moines Register had been less stimulating, less exciting or less satisfying to my highly competitive soul. □

"My Brother, My Hero" by the Richmond Times-Dispatch's Tommy I. Price was named "Best in Show" in the Virginia Press Association's annual photography contest. There is no doubt that brother is a hero. Just look at the expression on second-grader Robin Wade's face as she hugs her brother, fourth-grader Leslie, who helped her up after she was knocked to the ground by some children rushing home after school.

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Clockwise from top: In the North Carolina Press Association's annual photography contest, Wilmington Morning Star Photographer Wayne Upchurch won first place for feature photos in the over-35,000 circulation category for **"All Smiles,"** showing a police sergeant after the city's azalea queen, being helped off a boat, handed him her bouquet. **"Two Unidentified Hecklers Jeer,"** showing an angry confrontation with a Ku Klux Klansman, won Karen Tam of the Raleigh News and Observer second place for spot-news photography in the over-35,000 category. **"The Littlest Fireman,"** by Jim Reid of The Daily Advance in Elizabeth City, won first place for feature photography in the under-15,000 category. And Steve Daniels of The Times-News in Burlington won first place for feature photography in the 15,000-35,000 category with **"A Migrant's Hope."**

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Newspapers, retailers improve sales strength using NABSCAN

By Jack Kauffman

From the beginning, newspapers welcomed the Universal Product Code for grocery items. Teamed with the scanner and the computer, this machine-readable language would provide more detailed sales information, more quickly, than ever before. It also would offer new opportunities to measure the effectiveness of promotional activities.

Jack Kauffman

The Newspaper Advertising Bureau viewed this as a plus for newspapers and through its food division moved quickly to develop the data into a newspaper sales tool. It did so by collecting product movement information from scanner-equipped stores and relating it to newspaper advertising activity.

The information was startling. Featured items in supermarket ads, for example, often would triple or quadruple their rate of sale in the week of the ad as compared with non-promotional weeks. And national ads in newspapers would trigger a marked acceleration in product movement from retail shelves which would regularly carry over for more than one week.

Newspapers, of course, already get the lion's share of advertising dollars in retail food advertising budgets. Even so, the bureau was able to use scanner data effectively with retail food advertisers, both to achieve sales successes and to frustrate the attempts of competing media to woo important newspaper accounts.

The bureau recognized, however, that this new sales tool offered an exceptional opportunity to document the sales-producing power of newspapers for national advertisers. So NABSCAN (for Newspaper Advertising Bureau Scanning Reports) became NABSCAN (for National Advertised Brands Scanning Reports), and the division was expanded.

It also stepped up its efforts to build its data base, and by the middle of this year NABSCAN was getting computer tapes from 320 scanner-equipped stores in markets all over the country. One out of five supermarkets with scanner installations are sending their computer tapes to NABSCAN.

NABSCAN pays food retailers for their data and sells reports to national advertisers and their agencies. Half the revenues go to the retailers, who are guaranteed $200 a month per market. NABSCAN pays all associated costs, thus the retailers' share is free and clear, and the incomes received by retail participants in NABSCAN are mounting steadily. NABSCAN already has paid out more than $250,000 to stores contributing data.

In addition, stores get reports showing their own product movement in relation to promotional activities as well as to comparative data which is available through the program. So each retailer has benchmarks for use in evaluating its own performance.

A newspaper can participate in NABSCAN by underwriting the $200-a-month minimum guarantee to a scanner-equipped store in its market. In return, the paper gets a monthly analysis of the data for any 100 UPC-marked items which it can use in its sales activities with both local and national accounts.

NABSCAN has sold and is selling reports to a blue-ribbon list of national advertisers with supermarket outlets. With these reports, subscribers can monitor product movement and market shares for their own brands and for those of their leading competitors. They also can use NABSCAN to test new products, and a number of these tests have been made.

However, NABSCAN limits the information it will provide to each manufacturer to the merchandise categories in which it has a product.

Recently, NABSCAN expanded the possibilities and the potential of the services it can offer subscribers by using the expertise of two other organizations to process its information.

Management Science Associates is developing special applications of the NABSCAN data for individual clients; Marketmath Inc. is weighting NABSCAN data so it can be projected to show total sales by brand and by category, nationally or regionally.

NABSCAN already is fast in supplying retail product movement information as compared to other systems available to national advertisers. The addition of national or regional projections of scanner data will further increase the flexibility and speed with which its clients can make marketing decisions. Because NABSCAN information comes from so many stores with such wide distribution—geographically, by size of store, by size of market, and by chain and independent ownership—the projections gain reliability.

Consequently, NABSCAN has developed a new and faster report which helps national advertisers take advantage of the potential for speedy decision making inherent in its operation. Its new, national, share-of-market reports show each week, by category, in comparison with the week before. A four-week national report supplies trend data as well as greater detail. And regional breakouts of these national projections also are available.

As NABSCAN capabilities expand, so does its value to advertisers. And it becomes a more effective sales tool for newspapers, too. □

NAB updates sales pitches

To ensure that newspaper sales personnel are never at a loss for words in promoting daily newspaper advertising, the Newspaper Advertising Bureau has revised and updated its package of 140 sales arguments. It comes with slides for $85, with printed panels for $25, or with both for $100. Contact NAB, 485 Lexington Ave., New York, N.Y. 10017. □

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Commercial free speech: origin and application

By L. Peyton Hendricks

Shortly before adjourning this summer, the U.S. Supreme Court again ventured into a rapidly evolving area of First Amendment law: the freedom of corporations to engage in "commercial speech" through advertising.

In *Central Hudson Gas and Electric Corporation v. Public Service Commission of New York* [presstime, July, page 37], the court declared unconstitutional a commission rule that forbade advertising designed to promote the use of electricity.

L. Peyton Hendricks

The court acknowledged that the state had a valid interest in energy conservation which might be enhanced by banning advertising aimed at increasing consumption. But it added that the commission rule—which was a prohibition against all promotional advertising regardless of its impact on energy consumption—was more extensive than necessary to further the state's interest and could not withstand First Amendment "scrutiny."

By extending constitutional protection to expressions intended solely for the economic benefit of a closely regulated, state-created monopoly, the court significantly broadened the umbrella of regulatory immunity accorded corporate advertisers.

In *Consolidated Edison Co. of New York v. Public Service Commission* decided the same day, the court used even stronger language in striking down a regulation which prohibited utilities from using bill inserts to express their views on controversial energy issues.

Justice Lewis Powell, writing for the 8-1 majority in *Central Hudson*, reemphasized the court's current attitude toward First Amendment protection for corporations. "The inherent worth of speech in terms of its capacity for informing the public does not depend on the identity of its source, whether corporation, association, union or individual," he said.

Powell also mentioned that, in general, the First Amendment outlaws not only government restrictions on particular viewpoints, but also outright prohibitions on public discussion of entire issues.

In recent commercial free-speech cases, the court has stressed that it will not extend the same degree of protection to economic messages as is given to other forms of communication. It is clear, however, that the corporate message will enjoy greater freedom in years to come because of the court's two most recent opinions.

While unlawful or deceptive advertising is not, and probably never will be protected, other commercial speech now enjoys its greatest First Amendment protection.

A legal and regulatory climate which allows only minimal restrictions on advertisers' speech is of obvious benefit to a consumer-oriented society, and recognition of this fact has formed the policy underpinnings of the court's present doctrines in the First Amendment area.

But does an enlargement of commercial free speech have any real tangible benefit to the newspaper as an advertising medium? In general, the answer has been "yes," although the actual benefit from a given decision may not be immediately or directly apparent.

For example, most newspapers now enjoy some increased revenue from advertising by attorneys whose right to engage in commercial speech was upheld in 1977. Most other licensed professionals, including physicians [presstime, August, page 30], have begun to reexamine their advertising rights.

On the other hand, the court's action in the two new utility cases does not necessarily mean that newspapers can expect a surge of utility advertisements.

Though the court probably will not permit blanket prohibitions against advertisements promoting energy consumption, it left unanswered an equally important question: Can a company be barred from passing on the cost of the advertising to customers? If the cost has to be borne solely by the utility's stockholders, this would be a key factor in the company's decision to advertise. The justices also suggested that there might be some situations where a state could prohibit all utility advertisements, such as in times of critical energy shortage.

Despite these loose ends, the importance of the court's decisions in the utility cases is best appreciated in the context of the brief history of the rapidly evolving doctrine of commercial free speech.

First Amendment limits on government regulation of purely commercial speech is a relatively novel concept. Before the early 1970's there was simply no judicially recognized protection for a commercial message and the government could regulate it at will.

By extending constitutional protection to expressions intended solely for the economic benefit of a closely regulated, state-created monopoly, the court significantly broadened the umbrella of regulatory immunity accorded corporate advertisers.

In a 1942 opinion, *Valentine v. Chrestensen*, the court unanimously stated its view of what the law was—and had always been: "We are clear that the Constitution imposes no . . . restraint on government as respects purely commercial advertising." The underlying reason for this attitude was not explained, but, presumably, the justices of that era believed that advertising messages did not have societal value comparable to political debate, literary works and other forms of expression.

Hendricks is an ANPA staff counsel.

Courts followed this rule with no hesitation for almost three decades, although a few Supreme Court justices during this period occasionally voiced doubts about the prevailing notion of whether advertising enjoyed First Amendment protection.

In the late 1960s, dissatisfaction about the *Chrestensen* ruling became more pronounced, with the late Justice William O. Douglas being its most vocal critic.

In a 1973 case involving the prosecution of an editor for publishing an ad for an abortion clinic, the court gave signs that the doctrine was no longer acceptable to most of its members.

Finally, in 1976, the court abandoned the *Chrestensen* rule altogether in *Virginia State Board of Pharmacy v. Virginia Citizens Consumer Council*. "Our question," wrote Justice Harry A. Blackmun, "is whether speech which does 'no more than propose a commercial transaction,' . . . is so removed from any 'exposition of ideas' that it lacks all (constitutional) protection. Our answer is that it is not."

In succeeding cases, the court has tried to develop some general rules about the degree of First Amendment protection for commercial expression, which then can be applied to a variety of different situations, depending on the kind of advertisement involved, the identity of the advertiser and other concerns. The task has not always been easy, and the justices have been careful to say that First Amendment protection for commercial speech will not be granted as liberally as it might be for more classic types of expression.

The contemporary Supreme Court's general rules on freedom of speech for advertising can be summarized as follows:

- The First Amendment protects commercial speech from unwarranted governmental regulation, although the degree of protection is less than that given to other constitutionally guaranteed speech, especially in areas where the advertising traditionally has been subject to regulation. Attorneys therefore may advertise in newspapers but may not engage in personal solicitations of the "ambulance-chasing" variety.
- The informational character of advertising is what is protected by the First Amendment, and there is no objection to governmental action to eliminate advertising which is false, misleading, or related to illegal activity. Other than illegal or deceptive material, the government in most instances cannot regulate an advertisement solely because of its content.
- If an advertisement is not misleading or illegal, the government still is not completely prohibited from regulating, but its powers are much more circumscribed. Any proposed regulation has to be aimed at furthering a substantial state interest designed to protect or benefit citizens. Although the sale of cigarettes is not illegal, Congress and other government agencies can regulate their promotion, in the interest of public health.
- If the government attempts to regulate, it must be able to show that the regulation will directly promote the state's interest and must not be more extensive than is necessary to serve that interest. While Congress might have the authority to regulate the promotional activities of tobacco companies, an outright ban on tobacco advertising might not withstand scrutiny by the present Supreme Court.

In summary, the court continues to expand freedom of speech in the context of commercial advertising—but with caution and due concern for the legitimate regulatory interests of government. As freedom of commercial speech grows, so does the ability of the public to receive important economic information. To the extent that advertisers choose newspapers as their medium, so will their increased liberties utlimately benefit the newspaper. □

Classified rebounds in June, NAB reports

Classified advertising expenditures in U.S. daily newspapers rebounded in June following two months of decline [presstime, August, page 28], the Newspaper Advertising Bureau reported.

Classified was up 3.4 percent from June 1979, NAB said. Retail increased 16.1 percent and national 13.2 percent.

For the first six months of the year, newspaper advertising was 9.5 percent ahead of the first half of 1979, totaling $7.2 billion. Increases by category were: retail, 10.8 percent; national, 15.8 percent; and classified, 4.9 percent. □

M.E.'s today: autocracy out, marketing in

Managing editors of large newspapers aren't as autocratic as they used to be. And they are becoming increasingly interested—and developing more expertise—in marketing.

These were among the findings of a recent study by Youngs, Walker & Co., a Chicago-based management consulting firm, which interviewed about 75 percent of all U.S. dailies with circulations exceeding 150,000.

"Less than 18 percent of the managing editors in our study group described their management style as autocratic," the firm said, "while over 69 percent described their style as participatory." Related information received eight to 10 years ago from newspapers of similar circulation showed that substantially fewer editors practiced participatory management.

In the latest study, marketing was mentioned third most often—behind news judgment and people skills—among managing editors' areas of strength.

Most frequent weaknesses listed by the m.e.'s "and substantiated by the superiors, peers and subordinates" were planning and organizing, the study indicated. Another was detail work.

The study also showed that "ego satisfaction" is the biggest motivator for managing editors, while "money" and "challenge" were factors most often mentioned by other newspaper department heads participating in similar surveys.

Other results indicated that:

- 94.3 percent of the managing editors have a college degree
- 12.7 percent have an advanced degree
- 58.6 percent have degrees in journalism and 13.8 percent have them in English
- Respondents averaged 47.4 years old, 15.4 years with their current company and 4.2 years' experience as managing editor. □

St. Petersburg dailies gain subscribers in new push aimed at housing complexes

The St. Petersburg (Fla.) Times (a.m., circulation 209,781) and Evening Independent (p.m., 39,887) are improving their "relatively poor" penetration in high-rise apartment buildings, mobile-home parks and high-security housing through an innovative program aimed specifically at those markets.

Robert L. Hilton, circulation sales manager, says the new program is the outgrowth of a study conducted to identify circulation problems and ways to deal with them.

One result was creation of a "multiple-unit (dwellings) department" of seven people which has "increased penetration in the peak three months by 2 percent, or about 2,000 subscribers.

"By next year we expect to see a total (increase) of 5,000 to 6,000," he estimates. "We're now at a down time but still we're doing so well it's unbelievable."

The new department makes friends with housing complex managers until they're willing to provide a list of residents for Hilton's crew and a building key to newspaper carriers, Hilton says.

Residents then are given sample newspapers for three to six days. On the final day, they are offered a special, incentive subscription plan.

"We get 15 percent to 50 percent of the people approached generally," Hilton claims.

Other gimmicks employed include "wine-and-cheese and social parties, which are 90 percent public relations and 10 percent sales," he says. "There is some 'soft sell,' but for the most part, these parties are for entertainment. We invite speakers, show NFL films, and films on our newspaper and how it works."

Such parties are followed up a week later by sales crews doing "some sampling, and that works very well," he reports. □

Computerized circulation symposium set

Small-group workshops and exhibits of computer hardware and software will highlight the Circulation Computer Systems Symposium 80 Oct. 8-10 at the Chicago Marriott Hotel.

The sponsors—ANPA, the International Circulation Managers Association, the Institute of Newspaper Controllers and Finance Officers and the Equipment and Systems Development Committee of the Newspaper Readership Project—used the evaluations of and suggestions from participants at the first such symposium [presstime, November, page 38] in planning this year's program.

Workshops will be offered for both entry-level and advanced personnel in terms of their experience and knowledge of circulation computer systems. Panels will include representatives of newspapers of all sizes. Session topics will cover alternatives to in-house systems, new product support, the use of census data, advertiser needs and customer service.

A brochure on the symposium has been distributed to the memberships of the sponsoring organizations. Further information is available from Stephen E. Palmedo, ANPA manager/training services at The Newspaper Center, Reston, Va. □

Bus commuters targeted for on-the-move sales

Efforts to increase newspaper sales to commuters are proving effective in Memphis, Tenn., where newsracks are bolted to the dashboards of buses, and in Dayton, Ohio, where special commuter editions are hawked at transit stops.

The Memphis Publishing Co. reports it is selling more than 1,000 copies daily of The Commercial Appeal (a.m., circulation 203,679) and the Memphis Press-Scimitar (p.m., 101,635) from vending machines recently installed on 300 buses.

Meanwhile, the Dayton Daily News (p.m., 142,042) reports initial success with its experimental bus-rider edition, which consists of a revised and updated front page designed for homeward-bound commuters. □

CDNPA publishes do-it-yourself guide to reader surveys

The Canadian Daily Newspaper Publishers Association has published a booklet presenting what CDNPA calls a "simple, inexpensive" method for newspapers to conduct readership studies.

"Research Aid: A Do-It-Yourself Readership Guide," is designed for newspapers that don't have a lot of time or money to measure adult readership. It outlines such things as survey goals, methodology and evaluation of results.

Single copies of the 17-page booklet are available from CDNPA, Suite 214, 321 Bloor St. East, Toronto, Ontario, M4W 1E7; (416) 923-3567. □

Study finds similarity in readership interests

Personal interests and reading habits of readers of small daily newspapers are generally the same as those of other newspaper readers, according to a Newspaper Advertising Bureau report.

The study—"The Audience For Smaller Newspapers With Under 25,000 Circulation"—is a recent special analysis of results of a national probability survey, "How the Public Gets its News," conducted by NAB in March 1977 as part of the Newspaper Readership Project.

The analysis is available for $2.50, plus postage, from NAB, 485 Lexington Ave., New York, N.Y. 10017. □

Public spends billions on daily, Sunday papers

Readers of daily and Sunday newspapers in the United States and Canada spent $5.35 billion for those newspapers in 1979—a 9.2-percent increase from 1978—according to estimates of the Newspaper Advertising Bureau.

U.S. readers spent $3.5 billion for weekday newspapers and $1.4 billion for Sunday newspapers—increases of 7 and 15 percent, respectively, from 1978.

In Canada, readers spent $282 million, or 5 percent more, for weekday papers and $119.8 million, or 20.1 percent more, for Saturday and Sunday papers. □

ANPA announces seminars for first half of 1981

ANPA, through its Training Services Department and Research Institute, will sponsor 21 training sessions during the first six months of 1981.

Dates and brief descriptions of the sessions are listed below. More information and registration forms will be included in brochures to be mailed to the membership; individual ones for the Training Services Department seminars, workshops and conferences; and a single flyer for the ANPA/RI "hands-on" seminars.

General seminars, conferences and workshops

Promotion Managers Workshop Jan. 12-14
Ft. Lauderdale, Fla.

Examines the job functions and the management skills needed by promotion managers; emphasizes communications and work relationships required to effectively manage projects involving several newspaper departments. Instructors from the Human Resources Center of the University of Chicago cover planning, leadership and motivation. Cosponsored with the International Newspaper Promotion Association. Registration fee: $300.

Circulation Managers Workshop Jan. 26-28
Los Angeles

Focuses on "people management" skills of circulation managers above the district manager/carrier supervisor level. Instructors from the Human Resources Center of the University of Chicago focus on leadership, communication, problem-solving and motivation. Cosponsored by the International Circulation Managers Association, the Newspaper Personnel Relations Association and INPA. Registration fee: $300.

Management Development Workshop Feb. 23-27, Chicago
June 15-19 Vail, Colo.

Develops the professional management skills of mid-level newspaper managers, new and experienced, from all newspaper departments. Instructors from the Human Resources Center of the University of Chicago lead sessions including role-play exercises and small work groups which examine leadership, communication, decision-making, questioning and listening techniques, motivation, problem-solving, training and coaching subordinates. Registration fee: $400.

Strategic Planning Seminar March 1-4
Houston

Extends the concepts introduced in the Newspaper Executives Marketing Seminar; focuses on the need for strategic planning, awareness of environmental factors, strategic planning techniques and formats, and the development and evaluation of newspaper strategic plans; especially developed for newspaper executives who have completed the marketing seminar. This seminar also uses the Harvard case study method and is cosponsored by INPA. Registration fee: $950 (including lodging and all meals).

Labor Negotiators Seminar March 8-11
Chicago

Examines the latest technical changes, legislative activity and judicial decisions regarding labor negotiations; designed for both the relative newcomer and veteran employees. Experienced newspaper executives discuss preparation for negotiations, legal aspects of bargaining, pressroom manning developments, wages and fringe benefits, and recent court and National Labor Relations Board decisions. Other topics include technological development patterns resulting in elimination of jurisdiction, inter-union relationships and changes in union rules and regulations. Registration fee: $250.

Conference for Young Newspaper Men and Women March 15-18
St. Petersburg, Fla.

Reviews all aspects and departments of the newspaper; stimulates interest in the entire newspaper operation and awareness of the interdependence of each department; designed for newspaper people under 36 years of age, both newcomers to the business and experienced professionals. Top newspaper executives discuss the role and relationship of all newspaper departments. Registration fee: $500.

Newspaper Executives Marketing Seminar March 29-April 4
Scottsdale, Ariz.

Introduces and examines newspaper marketing concepts; designed for top-level decision makers in general management, editorial, advertising, circulation, promotion and research; emphasis on concepts of product/market strategy, entering new markets, positioning, serving markets effectively and competitive strategies; cosponsored by INPA. Instructors from Har-

Broad overview provided at conference for young people.

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vard Business School employ case study methods using a number of actual newspaper cases. Registration fee: $1,300 (including lodging and all meals).

Key Executive Seminar April 13-17
Houston

Reviews management techniques for top newspaper executives who want a framework for analyzing managerial responsibilities, designed for those who set the management climate of their newspapers; provides an opportunity to polish general management principles and to work on selected management skills. Instructors from the Human Resources Center of the University of Chicago cover management behavior, decision-making, management styles, problem-solving processes, motivation, frustration and organizational forms. Registration fee: $500.

"Hands-on" seminars

All "Hands-on" seminars are led by ANPA/RI personnel and held at the ANPA Research Institute in Easton, Pa. Registration fee: $375.

Basic Offset Press and Plate Seminar Jan. 5-9
Feb. 2-6
March 9-13
April 27-May 1
June 15-19

Covers the operation and adjustment of an offset press and also how to convert to offset; topics include components of the offset press unit, precise adjustment of all systems, the pin-register system for both page and color registration, preparation of plates using the wipe-on system of platemaking, operation of the offset press with black and white and color printing, evaluation of print quality and possible solutions to problems, care and maintenance of the offset press, press safety from an operating standpoint, noise measurement, hearing conservation and protectors, and audiometric testing programs.

Camera Techniques Seminar Jan. 5-9
March 23-27
June 15-19

Covers the complete operation of the camera processes for offset or direct printing, including line negatives and film halftones; screened prints (diffusion transfer method), film processing (tray and automatic), basic copy preparation; densitometer and exposure control devices, evaluation and control of copy; camera room and darkroom safety procedures; chemical handling and the prevention of dermatitis; ventilation problems; and safety and high intensity lights.

A milestone was observed recently at one "hands-on" seminar.

Management Introduction to New Technology Jan. 19-23
April 6-10

Introduces management personnel to new composition and editing systems with hands-on operation of modern electronic copy processing and phototypesetting equipment. Covers phototypesetting techniques, OCR copy generation, editing and copy corrections on VDTs, advertising markup and paste-up, camera operation for screened prints, full page paste-up techniques, making full-page line negatives of page paste-ups for photopolymer and offset plates, stripping negatives using the pin-register system, offset and photopolymer platemaking, and safety procedures in the office environment such as electrical grounding, solvent handling, storage of film and paste-up chemicals, and VDT usage.

Direct Screen Color Separation Seminar Feb. 23-27
May 11-15

Aids in printing high quality ROP process color for both editorial and advertising departments. Covers evaluation of color originals and establishing reproduction standards, theory of color and masking in newspaper printing, preparation of color correction masks, instruments and controls for predictable quality, operation of direct screen color equipment and proofing of color by color key and direct printing methods, camera room and darkroom safety procedures, chemical handling and prevention of dermatitis, ventilation problems and safety of high intensity lights. The color separation process used in this seminar was developed at ANPA/RI and utilizes Berkey color equipment and the LogE film processor.

For more information about ANPA/RI "hands-on" training seminars, contact Arthur Boudreau, training administrator, ANPA/RI, Easton, Pa., (215) 253-6155. □

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Offset and DiLitho: a perfect marriage for Post Publishing

By Jesse M. Strong

The ANPA Production Management Conference in Atlanta last June featured many new designs for conversion of newspaper presses from various forms of letterpress or DiLitho® to offset. These designs [presstime, July, page 17] are of very significant value to all newspapers and are especially important to larger ones that would otherwise face the task of replacing entire pressrooms with costly new offset presses.

Now, a practical blend of conversion is possible. Older presses can be *replaced* by brand new offset units while the later model presses (which still have depreciation left in them) can be *converted* to offset. This program not only creates an enormous savings in press purchases, but also it can mean an equally important savings in new building construction.

Newspapers considering such a move might be interested in our experiences at the Post Publishing Co., publisher of The Bridgeport (Conn.) Post (p.m., circulation 76,000); The Telegram (a.m., circulation 17,000); and The Sunday Post (circulation 92,000).

Since August 1978, we have been marrying successfully two different printing processes—offset and DiLitho—in two different fashions:

• We routinely run both offset-printed and DiLitho-printed webs into the same folder. To our knowledge, no other newspaper in this country does this. A 72-page product will be 56 pages offset and 16 pages DiLitho, with the two types of printed pages intermixed within the same sections.

• In collect situations, we can plate and run both presses simultaneously.

Of our 16 in-line units and two in-line folders, seven units are Goss Metro Offset and nine are Goss Mark II (1969 vintage) equipped with Goss DiLitho. We can —and do—run *nine* units into either folder or operate as two, separate, eight-unit presses.

These two printing processes allow us to operate routinely with only one platemaking department. The plates for both systems are identical in every respect but one: The printing image on the DiLitho plates is reversed from that of the offset plates. The reversal is accomplished through the simple use of mirrors in the platemaking cameras. We use two Pyrofax platemaking cameras, either of which can make offset or DiLitho plates.

We have found that offset is "duck soup" compared to running DiLitho. DiLitho requires much more personal attention and is much more sensitive to variations in newsprint, ink, plates or what have you. Offset, without question, provides the better quality printing.

As is widely recognized, offset offers other advantages as well: less show-through, cheaper plates, more lines of type printed per page and more complete use of laser technology and, ultimately, pagination.

Moreover, our experience indicates that claims of excessive newsprint waste with offset are myths. A close tally over a one-year period showed that our daily papers averaged offset waste of about 2.3 percent—1 percent less than our DiLitho waste; and our Sunday paper had an average offset waste factor of less than 2 percent.

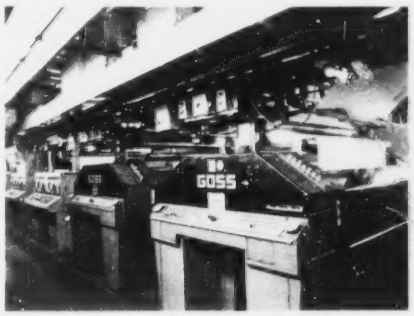
And while it's true that offset inks cost more than letterpress inks, the difference is shrinking; in addition, offset inks yield greater mileage.

However, when one considers the bottom line, DiLitho becomes an acceptable, albeit difficult, *temporary* printing process until such time as depreciation and other financial considerations make either offset conversion or new press purchases more palatable.

Whatever the particulars involved, newspapers contemplating a conversion to offset printing should consider three principal options:

• As we did in Bridgeport, replace the oldest letterpress presses with new offset units and convert the remaining ones to DiLitho. The latter step itself will bring you closer to offset printing. Conversion to offset requires that all inking drums be removed and copper-plated, and you will have done just that while converting to DiLitho. It also is conceivable that the saddles used for plastic plate printing could be modified to work with the thinner DiLitho plates.

The point is that the interim DiLitho step uses equipment that also functions for the final offset printing arrangement.



DiLitho units (right) are joined with the offset units.

Virtually all of the equipment—dampeners, copper-plated drums and platemaking equipment—will be used long after DiLitho has been phased out in favor of offset.

• As shown by The New York Times [presstime, March, page 44], it also may be feasible to convert gradually from plastic-relief-plate printing to offset printing. However, this requires separate platemaking operations for as long as the conversion continues.

• A third possibility is a phased conversion directly from letterpress or DiLitho to total offset *and* a simultaneous change in cutoff or sheet length [presstime, June, page 33].

The Post Publishing Co.'s presses all are 21 1/2-inch-cutoff. While it seemed, for many years, that we were a "stepchild" of the industry, everyone else now seems to be moving toward our short cutoff—23 9/16-inch plants move down to 22 3/4 inches and 22 3/4 inches are moving to 22.070 inches (56 centimeters).

Why have they changed? Quite simply because offset allows such a change to

Strong is production manager for the Post Publishing Co., Bridgeport, Conn.

be made with minimal, if any, attendant loss of printed image depth. It is possible to retain a depth of 300 agate lines on a 22.070-inch-cutoff, with an accompanying newsprint savings of 3 percent over the 22.75-inch-cutoff. With 55-inch or 56-inch web widths, the shorter cutoff is even more attractive in appearance.

How is this possible? Traditional printed lengths were based on fairly sloppy tolerances and allowed for variations from one stereotype plate to the next. Varying mat and stereotype plate shrinkages had to be contended with, and on some presses the stereo plates crept around the plate cylinder when the press was running. And because the old plate and blanket cylinders were designed to accommodate much thicker plates and blankets, their open slots are wider than necessary for today's technology. Also, current photocomposition methods are superior to the hot-metal casting in maintaining accurate dimensions of print and cutoff. Less leeway is needed.

With offset, the use of magnetic plate lockup and thinner, adhesive-backed, two-piece blankets provide for much narrower gaps in the plate and blanket cylinders. Only offset has the capability for precisely registering the printed lengths back-to-back (page 1 to page 2) while the presses are running. With thicknesses of as little as .008 of an inch, offset plates are thinner than relief plates.

The proliferation of daily and Sunday preprinted inserts in the newspaper has almost done away with the old practice on 3:2 folders of cutting the inner sections shorter so that they wouldn't extend past the outer section edges when the paper was folded.

In short, the potential savings in newsprint offered by a change in cutoff length are not to be ignored. □

Book 'tells all' in newspaper equipment field

The trend toward offset printing by ANPA-member newspapers slowed slightly last year, according to the annual *Specification Data* book compiled by the ANPA Research Institute.

The 164-page publication, containing detailed information about the types of equipment being used by 1,369 papers published in 1,106 plants, shows that 68 switched to offset in 1979. This compares with 76 in 1978 and 94 in 1977.

With the 1979 converts, the number of member newspapers being printed on offset presses rose to 884. This compares with 507 in 1974 and 162 in 1969.

There has been, of course, a corresponding decline in the letterpress column; and this ever-decreasing "pool" of letterpress papers explains the drop in the number of papers going offset.

The latest compilation shows 485 papers printed by letterpress—463 by direct plate and 22 by stereotype ("hot metal"). In 1974, there were 634 letterpress papers, and 338 of them were stereotype. In 1969, letterpress papers in ANPA numbered 696, with no distinction made as to the type of plate used.

A comparison of other figures contained in Specification Data books also shows that:

- The number of hot metal machines decreased from 11,557 in 1969, to 3,892 in 1974, to 626 last year.
- During the same period, the number of video display terminals in use rose from zero to 1,666 to 21,508.
- The most popular body typeface last year was 9-point Crown (124 papers), with 9-point Corona (79 papers) in second place. Both in 1974 and 1969, 9-point Corona had been in the top spot, followed by 9-point Crown in 1974 and 8-point Corona in 1969.
- The most frequently used type size for classified advertising was 6 point last year and 5 1/2 point in both 1974 and 1969.
- Six columns per news page was the choice of 505 papers last year, while 351 had an eight-column format. For classified pages, 425 used eight columns and 403 used nine.
- The most widely used newsprint roll width in 1979 was 30 inches, by 159 newspapers. Twenty-nine-inch rolls were standard at 95 other papers.

Specification Data 1979 has been distributed to member newspapers. Nonmembers wishing to receive a copy should contact the Publications Department at ANPA/RI in Easton, Pa. □

TRS-80 adapted for editorial, display ads

The Dallas Times Herald has successfully adapted a relatively low-cost, home-computer system for editorial and display advertising uses.

Technical Services Manager Michael Gusky said the newspaper "bought off the shelf" Tandy Corp. Model I TRS-80 terminals marketed through Radio Shack stores. About six have been adapted and programmed thus far, and additional units will join the system later, he said.

The Dallas Times Herald uses Radio Shack VDTs for editorial and advertising.

Gusky said the terminals provide an image of 16 lines by 64 characters, which can be rolled up and down ("scrolled"). They have memory-disk capacity and connect to the newspaper's computer by telephone line.

The TRS-80 keyboards have been modified "to look like newsroom terminals. We found the reporters sometimes get confused if terminal keys aren't in the same places they are used to" finding them, he said.

The equipment also has been adapted to allow information to be put in from outside sources, such as Times Herald retailers with similar systems.

The terminals, located both "in-house and in the Austin news bureau," cost about $1,600 each, including adaptations. "If we bought Teleram remote (terminals) without printers, it would have been about $7,000 (each)," Gusky noted.

He added that for about $800, a printer can be attached to the TRS-80 terminal to provide hard copy. □

Ink-jet printing: its process, promise

By Erwin Jaffe

The concept of ink-jet printing has been considered by manufacturers and scientists since about 1967.

ANPA's Scientific Advisory Committee encouraged research in this area, and by 1975 newspaper executives had an opportunity to view this technology during a demonstration at the ANPA/RI Production Management Conference in Houston [R.I. Bulletin 1197, Aug. 18, 1975]. Newspaper pages which contained a half-column of information printed by a Mead Dijit ink-jet press were distributed.

Erwin Jaffe

The implication of this demonstration was that this technology possibly could be utilized in the future to enable newspapers to create personalized, geographic editions. Another advantage of ink-jet printing is that it is practically silent. It was believed to be a valuable tool which would become feasible within a few years.

However, subsequent developments have shown that although ink-jet printing has possible newspaper applications, it will be many years before it is a viable tool for newspaper operations.

Ink-jet printing works this way:

Tiny, uniform droplets of ink—more than 100,000 per second—are shot from an orifice at high speed to form a jet stream. Controlled by a computer program, the droplets are formed via ultrasonic energy or a chopping device—a mechanism that cuts the stream of liquid into droplets—and are electrically charged.

Through a deflection technique similar to that used in creating an electron image on a television screen, the ink droplets are moved to form closely spaced ink dots on a printing surface that create letters or illustrations.

Ink droplets that might be projected to a non-image area also can be caught and recycled into the system.

The increased use of computers in newspaper operations has permitted the storage of an entire newspaper's edition. To utilize this information to its fullest potential, however, an economical, high-speed, good-quality, computer-controlled printing device is needed.

Although ink-jet technology does offer the computer-controlled imaging device so necessary for creating more individualized editions of a newspaper, its speed, quality and price are not yet suitable for newspaper production.

A solid-type newspaper page of six columns, 300 classified-page lines per column with 33 characters per line, would contain 59,400 characters. Using the ink-jet at a speed of 70,000 characters per second, a single page would be generated in 0.85 of a second.

A typical newspaper press prints 60,000 papers per hour, or approximately 16.67 printing impressions per second, or one page in 0.06 of a second. Therefore, a printing press produces a newspaper approximately 14 times faster than so-called "high-speed" ink-jet printing.

If halftones also were used, the printed-page production time remains the same for the newspaper press; but it is greatly increased for the ink-jet process because of the amount of information needed to generate the required halftone dots.

For example, a text area of 2 inches by 2 inches would contain 462 characters (14 lines at 33 characters per line). In contrast, the same size halftone area, using a 65-line screen, would contain 16,900 information areas (dots). Because each dot must be generated individually, and because the information needed to create a halftone via ink-jet is about 36 times greater than needed for straight text, the production process would be slowed considerably.

Printing a full page of halftones would be more than 50 times slower by ink jet than with a newspaper press. Ink-jet printing is, therefore, much too slow for modern newspaper production.

Even though ink-jet printing currently is not suited to printing daily newspapers, it is used for a number of business applications, including printing of business forms and direct mail pieces, product bar-code printing, word processing and computer text and graphics printouts.

More than 50 companies, including Mead, Gould, A. B. Dick and IBM, currently have active ink-jet printing research and development programs.

Technical changes have included continuous jet and pulse jet approaches. One design approach varies the amount of the electrical charge on the droplets so that it corresponds to a number of different linear positions on the printing surface. Arrays of jets have been assembled to overcome the slower time of a single jet, and in the last few years methods have been developed to permit a denser packing of these jets into a printing head.

Droplet sizes now can be variable rather than of a standard size, and the reliability of ink-jet systems has been improved. Heat and orifice clogging problems also have been alleviated.

Today, the units in use are generally reliable and in forms printing can have a resolving power of about 120 dots to the inch, at 800 feet per minute over an eight-inch-wide area. In comparison, newspapers would require—for a single page—about 650 dots to the inch (for a 65-inch screen) at about 1,500-2,000 feet per minute over a 14-inch wide area. □

Jaffe is director of the ANPA/RI Research Center. This is the first in a series of "textbook" articles explaining some of the technology being considered for or employed by the newspaper business.

Students form the latest legend for historic Tombstone Epitaph

By Robb Deigh

The Tombstone Epitaph, the Arizona weekly that has been chronicling tales of the West for more than 100 years, now has its own legend.

It's a story of how University of Arizona journalism students kept the Epitaph out of the newspaper graveyard and at the same time became one of the few student groups to operate a community newspaper successfully.

The saga began in 1975, as Epitaph owner Harold Love met with University of Arizona Journalism Professors George Ridge and Philip Mangelsdorf. He told them that because the Epitaph had begun publishing a monthly, national edition (primarily for Western lore buffs) a few years earlier, staff time was stretched. The fate of the newspaper's historic weekly edition (serving the Tombstone area) was in doubt.

Deigh is publications specialist for ANPA Foundation.

Love then proposed that students publish the weekly as a valuable, on-the-job learning project and as credit toward graduation.

But the educators were concerned whether students could manage a newspaper located 75 miles from campus. There also was the question of how Tombstone citizens would react to young strangers taking over their newspaper at the corner of Toughnut and Allen streets.

The university agreed to try the plan, however, and it provided seed money for the first five student issues.

With some initial help from the newspaper's regular staffers, the students eventually assumed all duties except for the actual printing. Love says the students have done well. Their early issues were distributed free, but the newspaper—which has become a fortnightly publication, published every other Friday—now costs 15 cents and is sold only on newsstands. Circulation has climbed to about 750 in the 1,200-population town.

A major shortcoming, however, is that students work for the Epitaph only for three months, or one semester, which doesn't allow time for them to get to know the community well. Short-term staffers "will sometimes believe any story they are told whether it is true or not," Love says.

The Tombstone Epitaph.

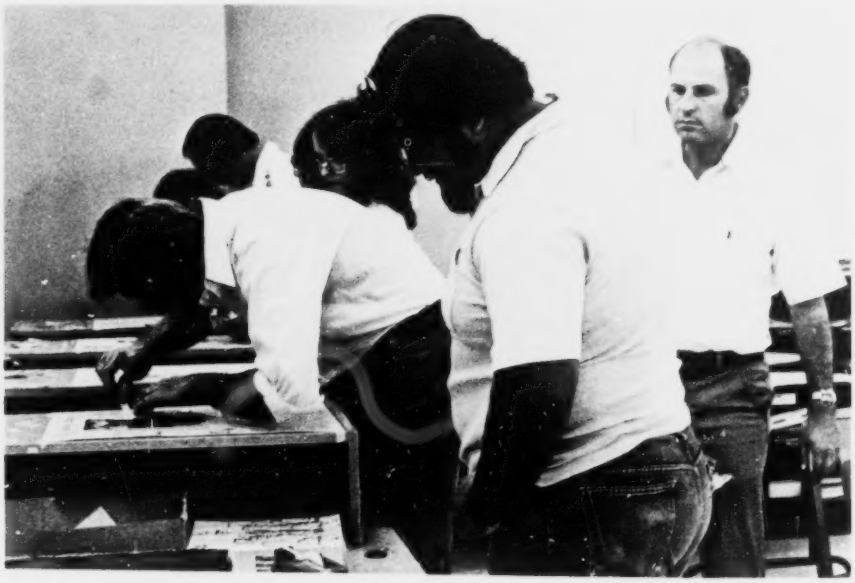
50th HELLDORADO!

And residents responding to a survey complained about misspelled names, misquotes, the price—and about a lack of town gossip in their newspaper.

To date, more than 200 journalism students have put a notch on their VDTs for getting Tombstone Epitaph experience under their belts. Each served as reporter and handled a wide variety of other chores, as well. A chosen few function as editors, photo editors and production managers, explains faculty advisor Larry Kurtz.

Nearly all the students are highly pleased with their experience. "I think it's great," says Robert Brooks, a senior from Levittown, Pa., who now serves as production manager. As a result of his Tombstone stint, Brooks has decided that upon graduation he wants to work for a small weekly or daily.

As any successful newspaper, the Epitaph has undergone changes. The biggest, perhaps, has been installation of video display terminals made possible through an $18,500 grant from the Frank E. Gannett Newspaper Foundation. Scholarships and grants also have been provided by the Reader's Digest, Scripps-Howard and Richard Grand foundations. □



University of Arizona students paste up 750-circulation biweekly

Newsroom needs personnel skills, study shows

By Marlin Shipman

Although more newspaper editors and publishers are recognizing the need for good personnel management in the newsroom, not many journalism schools have followed up by offering such courses.

In fact, newspapers have been establishing their own management training programs to fill the need.

The contrast between demand and supply was pointed up in the questionnaire responses of 168 journalism schools and departments (more than 65 percent of the recently surveyed 254 listed in the 1980 Journalism Educator directory) and in an accompanying series of more than 25 telephone interviews with newspaper editors, publishers and trainers.

The study shows a strong trend in the industry toward training newsroom supervisors in personnel management—developing skills in such areas as communications, motivation of employees, evaluation of employees, decision making and delegation of authority.

Some of the newspaper groups interviewed have relatively extensive training programs for supervisors, or they make use of seminars sponsored by various industry-related organizations. Some individual newspapers conduct their own in-house training programs. Others, on occasion, bring in experts.

Despite these fledgling attempts, most of the newspaper executives interviewed agree that better management skills are badly needed by newsroom supervisors.

In the past, they say, supervisors were normally promoted on the basis of technical skills alone. This is and will continue to be an important criteria for promotion, but it isn't everything.

Knowing how to design a product doesn't necessarily get it designed, management expert George J. Lumsden wrote in Impact Management. The role of manager is to harness technical knowledge to people who can use it in such a way that something comes of it.

Adding to the difficulty is the inclination of editorial employees to resist management.

"Reporters are generally creative, talented people and they are often the type of people who find it very fashionable to rebel or buck authority," says a trainer with a major newspaper group.

An educator at a Midwestern university adds, "Journalism schools build-in the professional ethic which is professional skepticism. A person who comes up through the ranks is not ready to manage."

One publisher believes that "too many persons are promoted to city editor without any training. They don't know how to direct people. They go from one of the boys to director."

A trainer at an East Coast newspaper says he never goes into a newspaper department except by invitation. Last year was the first time he was invited in to conduct training in the editorial department, but the managing editor was pleased enough that the trainer has been invited back this year.

Newspaper management is beginning to open up because of the change in ownership policies, according to John Goulden, a British newspaper manager and author of *Newspaper Management*.

In the past, most newspapers were privately owned and the family often provided the management. When father got ready to retire, son was moved into the top spot.

Several of the editors and publishers interviewed say management training is needed most at the city editor level.

"The city editor level is especially important for communication," says a publisher in the Northeast. "If the city editor is communicating, I have found morale high; if not, bad morale and a bad product. Anybody who generates assignments has to be able to talk to people."

One consultant to a major newspaper group sees the problem of communication as one of poor planning. In the newsroom, he says, "there is little planning time. It is generally a shout-under-duress situation, and when the duress ends everybody goes home."

In many of the smaller and medium-sized dailies, the city editor may be young and just beginning to ascend the editorial ladder. Some see the lack of managerial training as a potential downfall.

One publisher believes that "too many persons are promoted to city editor without any training. They don't know how to direct people. They go from one of the boys to director. The role of reporter is nothing like the role of city editor. We promote people on technical skills, which is good, they have to have them. But we should then train those people to deal with others."

What are the journalism schools doing to meet this need?

Twenty-six of the journalism departments that responded to the survey indicated they have a specific target date by which to begin a course in management, or they have plans to develop such a program within the next two to four years.

Seven said they had courses which offered a substantial degree of personnel management. There were others which offered one or two class periods in training for personnel management.

But it is at the graduate school level where much of the action is now and where many believe the most productive personnel management programs can be offered. The need for such programs at the undergraduate level is arguable, because most persons will serve an apprenticeship as a reporter for several years before moving to a desk position.

Shipman, a newspaper veteran of 10 years, is an example of the type of newsroom professional about whom he writes—one who takes a mid-career break for additional training. He recently completed a year's study at Pennsylvania State University, where he conducted the newsroom management survey under the supervision of Professor Robert O. Blanchard. After receiving a master's degree in journalism, Shipman became news editor of the Santa Monica (Calif.) Evening Outlook.

This could require some retraining by the newspapers, if the person had not put the management skills to work shortly after leaving college.

Management programs which are offered at the graduate level could attract newspersons who are interested in mid-career training in order to qualify for higher level jobs in the industry.

One such program is at Columbia University where the course offers a student a master of business administration and a master of science in journalism degrees.

The University of Georgia also offers graduate study in such a program. The student, upon completion of the program, has a master's of arts in journalism with 20 hours of credit in journalism and 20 hours of credit in management or other related courses.

The University of Oregon offers a program for both undergraduates and graduates which is tied to the College of Business Administration.

Pennsylvania State University, which plans to offer a management course next spring, is now gearing its graduate journalism program toward persons with newspaper experience.

Dr. Robert O. Blanchard, director of the school, says "There is a significant number of young journalists who have achieved a certain level of competence and who are ready to move on to greater challenges, responsibility and compensation. If many of these people are to stay in journalism—and they should be encouraged—the only way is through advancement in management."

Blanchard adds: "I believe a viable option for them is a one-year 'sabbatical' in a master's degree program which includes some management training. . . ."

Training in how to write, lay out pages and edit copy is valuable and essential for a manager in a newsroom, but so is training in how to manage people and motivate them to produce a good product.

As one trainer at a major Midwestern newspaper puts it: "Human relations will be more critical in the future than now. It used to be a stigma to change jobs; not now. People may be changing jobs 10-15 times in a career. Turnover is costly. The impact is great. Effective management will help reduce this." □

Texas educators ask state legislature for $500,000 in matching funds for NIE

The Texas Legislature in January will consider a state board of education recommendation that $500,000 in matching funds be provided over two years to local school districts that wish to participate in the Newspaper in Education program [presstime, October, page 30].

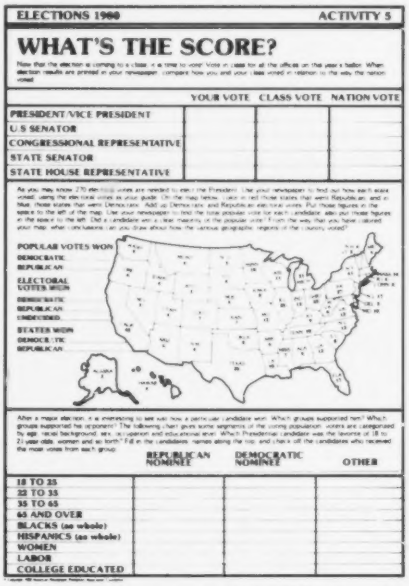
The proposal is "one of the most significant developments for NIE on a statewide basis," said Judith D. Hines, director of ANPA Foundation which is heavily involved in NIE. "It's an indication that state-level education officials are beginning to recognize the program as an important learning tool" [presstime, May, page 42].

If the Texas Legislature adopts the proposal as part of an overall textbook allocation request of $40 million, the state will become the third in the nation to grant money for statewide NIE projects. The others are Florida and Maine.

The funds would be used in the 1981-82 and 1982-83 school years to support the purchase of newspapers for high school classroom use. In applying for the matching funds, school districts would tell state education officials how they plan to use the newspapers.

Texas education officials are confident that the money will be approved, noted Paul Babb, director of services of the Texas Daily Newspaper Association.

Texas Commissioner of Education Alton O. Bowen has strongly endorsed the NIE program, in which nearly half of all daily newspapers in the state already participate. ". . . (T)he use of newspapers in classrooms is an ideal way to supplement existing materials and to keep instruction current, alive and vibrant," Bowen said in an Aug. 1 letter to local school districts. □


ELECTIONS 1980 ACTIVITY 5

WHAT'S THE SCORE?

	YOUR VOTE	CLASS VOTE	NATION VOTE
PRESIDENT VICE PRESIDENT			
U S SENATOR			
CONGRESSIONAL REPRESENTATIVE			
STATE SENATOR			
STATE HOUSE REPRESENTATIVE			

POPULAR VOTES WON
DEMOCRATIC
REPUBLICAN
ELECTORAL VOTES WON
DEMOCRATIC
REPUBLICAN
UNDECIDED
STATES WON
DEMOCRATIC
REPUBLICAN

	REPUBLICAN NOMINEE	DEMOCRATIC NOMINEE	OTHER
18 TO 25			
26 TO 35			
36 TO 65			
65 AND OVER			
BLACKS (as whole)			
HISPANICS (as whole)			
WOMEN			
LABOR			
COLLEGE EDUCATED			

Nearly 200 newspapers in the U.S., Canada, Switzerland, New Zealand and Sweden are using ANPA Foundation's kit designed to help students study the process of U.S. elections. Shown above is one of eight camera-ready pages in the "Elections 1980" package, available for $20 from ANPA Foundation at The Newspaper Center, Reston, Va. [presstime, June, page 29].

Newspapers used to boost skills

The Post and The Evening Times, West Palm Beach, Fla., have developed a free booklet which guides parents on how to use newspapers to improve their children's reading, writing and math skills.

"What Can I Do Now" outlines a summer learning program for children from preschool to middle school.

Printed on newsprint, the booklet requires students to search the newspaper for shapes, colors, pictures, antonyms, synonyms, compound words, the "five W's" in a news story, contractions, verbs, numbers and symbols.

For a copy, contact Linda Galluchi, educational services director, The Post and The Evening Times, P.O. Drawer T, West Palm Beach, Fla. 33402. □

Times-Mirror grants minority scholarships

The Times-Mirror Foundation of Los Angeles has awarded the University of Georgia School of Journalism and Mass Communications a four-year, $80,000 grant for scholarships for minority journalism students.

The grant—the largest gift in the school's 65-year history—was made on the recommendation of Los Angeles Times Publisher Tom Johnson, a graduate of the school. □

Employee assistance programs grow

By Clark Newsom
presstime labor writer

In what began in the early 1970s with a concern over alcoholism, employee assistance programs at some newspapers have grown to encompass all kinds of problems faced by employees and their families.

While only a few large newspapers have full-time specialists in charge of such programs, there is a growing trend toward retaining outside organizations to coordinate them.

All employee assistance programs (rapidly becoming known as "EAPs") stress confidentiality, with no record made in the employee's personnel file. Management receives only statistical information.

Large newspapers with their own medical departments have long been involved in alcohol and drug abuse programs, but now some smaller newspapers are providing assistance to employees in programs that go beyond chemical dependency.

One of the newest EAPs was started in June at the Niagara Falls (N.Y.) Gazette (circulation 32,000). "It tackles all human problems," says Patricia Frantz, public service and promotion director. Family members are included in the program developed by the Alcoholism Council in Niagara County Inc. at a cost of $6 per year per employee, paid for by the Gazette.

Last January, Capital City Press, publisher of the Morning Advocate (72,904) and State-Times (42,998) of Baton Rouge, La., contracted with Don Hidalgo and Associates, a local consulting firm, to provide assistance to employees and their families with any problems which might affect job performance. These include, among others, alcohol, marital, family and financial problems.

The company pays the entire cost. Based on a monthly retainer computed at $1.50 per full-time employee, it runs about $1,000 a month, which is "the best bargain we ever got in our lives," says Roy A. Dardenne, vice president for finance and personnel.

The Kitchener-Waterloo (Ontario) Record (68,932) started an EAP in 1979, contracting with Live Consultants. Personnel Manager Alan R. Dunnet says the company's cost averages about $5 per employee per month. Family members are included.

The Minneapolis Star (229,754) and Tribune (212,473) pioneered EAPs in 1970 with an informal relationship with the Johnson Institute of that city. A formal agreement was made in January 1972. Glenn Horstman, formerly the newspapers' chief operating engineer and an active member of Alcoholics Anonymous since 1971, was named full-time chemical-dependency coordinator in 1977.

In July 1972, the South Bend (Ind.) Tribune (105,970) began a program with the Oaklawn Center in Elkhart, Ind. James J. McLaughlin, director of personnel and community relations, says the program was designed to assist employees plagued by delays sometimes encountered in group insurance programs, virtually all of which now recognize alcoholism as a treatable illness. The Tribune's plan also embraces family members. Oaklawn bills the company monthly for 80 percent of charges incurred, with the employee responsible for the other 20 percent (which may be covered by group insurance).

The Minneapolis Star and Tribune's Horstman counsels an employee.

The Seattle Times (253,984) started a program in 1973. Thomas C. Bryan, personnel manager, says employees with severe problems are referred to an outside consultant for an assessment. The Times is billed a flat fee of $50 for each person referred, usually about one per month, Bryan said.

Thomas F. Pendergast, vice president and director of personnel and labor relations for the Associated Press, said AP's chemical dependency program began in 1978 after he visited Horstman in Minneapolis. "So far," he reports, "we have had only one failure out of 15 employees" who sought help under the wire service's written policy on chemical dependency.

The Los Angeles Times (1,013,565) also has a written policy on alcoholism. "Employees who . . . seek treatment or counsel are assured that job security and professional opportunities are in no way adversely influenced by their acknowledgement of the problem," the policy states in part.

Newspapers in the Times Mirror group develop their own policies. Newsday (497,759), for example, refers employees to the Long Island Council on Alcoholism.

The Wall Street Journal (1,599,559) has a nationwide EAP. Employees at any Dow Jones & Co. Inc. plant can call a toll-free telephone number that connects them with Brownlee Dolan Stein Association in New York City. John "Jack" Dolan says that his organization is thoroughly familiar with the resources available in each city. The plan has been working successfully since 1978, according to Kenneth J. Eickhoff, assistant personnel director of Dow Jones.

Started in 1979, the formal program at the Philadelphia Inquirer (418,148) and Daily News (225,940) takes a "broad brush" approach, covering "all types of problems," notes Thomas J. Hudson Jr., coordinator of the EAP. Members of em-

ployees' families also can seek assistance.

The New York Times (841,890) also has a broad-sweep EAP program that has been headed by Edward J. Small since 1975. Small is president of the Newspaper Industry Occupational Programmers Group, which recently conducted a two-day meeting in New York City to discuss ways of improving the quality of help for employees in overcoming problems created by alcohol and drug abuse.

Also attending the meeting were representatives from AP, The Boston Globe, the Buffalo (N.Y.) Courier-Express, the Minneapolis newspapers, Newsday, the Philadelphia Inquirer and Daily News, and a consultant to Dow Jones.

The group will hold another meeting Oct. 11 at the Sheraton Washington Hotel in Washington, D.C., in conjunction with the Oct. 7-10 annual conference of the Association of Labor-Management Administrators and Consultants on Alcoholism, and Small hopes officials of other newspapers will attend. International unions representing employees in the newspaper business also will be invited, Small said. For information about the meeting, contact Small at The New York Times, (212) 556-7187. □

Union fine ruled not unlawful

A divided National Labor Relations Board has affirmed an administrative law judge's ruling that a Teamsters local did not violate the Taft-Hartley Act by fining a supervisor/member of the San Jose (Calif.) Mercury and News for performing bargaining-unit work prior to the start of the scheduled workday.

Northwest Publications Inc., the company which publishes the newspapers, had appealed Judge Timothy D. Nelson's decision to the NLRB [presstime, March, page 36].

Board members John A. Penello and John C. Truesdale issued the majority ruling of the three-member NLRB panel. They noted that the union "made it clear" that its action did not involve either the company or the labor agreement.

Member Howard Jenkins Jr. dissented, saying that the union had attempted to "impede the employer's control over its supervisor" in violation of Section 8(b)(1)(B) of the act.

Local 296 had fined the supervisor, Robert O'Donnell, $250 ($150 of which was suspended) following internal union charges filed against him by employees in the bargaining unit who contended that "donating time" was contrary to union principles. The company subsequently filed charges with the NLRB.

Jenkins said that "even apart from the inexplicable failure" of the majority to consider testimony which established that performance of "pre-start" activities by O'Donnell was in accord with the past practice of his predecessors, the NLRB's decision should have been controlled by a prior case involving other parties.

Penello and Truesdale, however, said the other case was irrelevant and dismissed the complaint against the union.

(Teamsters Local 296 and Northwest Publications Inc., 250 NLRB No. 126) □

Reuters, Guild reach tentative agreement

Tentative agreement was reached Aug. 14 on a new contract between Reuters North America and The Newspaper Guild of New York.

The news service was being operated by management personnel.

The major issue in the strike which began July 24 was wages. Top minimum weekly pay for reporters in the contract that expired Dec. 31 was $563.06. □

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Unilateral change in hours violated law, NLRB judge says

The Baytown (Texas) Sun violated the Taft-Hartley Act by refusing to bargain with Houston Typographical Union No. 87 over a change in shift hours, according to a recent decision by an administrative law judge.

Judge Russell L. Stevens recommended July 7 that the NLRB order the company to bargain over changes in working conditions for eight composing room employees whose shift hours had been changed unilaterally.

The union, however, is appealing the decision to the board on grounds that Stevens incorrectly applied a six-month time limit set forth in the act, thus depriving the employees of back pay.

Last year the board ordered the Sun to bargain with the union over another unilateral change involving premium pay [presstime, December, page 41]. The company is appealing that decision in the 5th U.S. Circuit Court of Appeals.

The principal issue in the latest case is the union's charge that the company had changed working conditions by having employees work night-shift hours at the lower, day-shift pay rate.

The dispute revolves around a section in the contract which provides the higher night rate for shifts starting prior to 7 a.m. That labor agreement expired May 31, 1978, and during negotiations for a new one, the company had proposed deleting the controversial section, stating there would be no "night rate."

On May 2, 1979, a fire destroyed the Sun's plant. The Sun then arranged to be printed at The Galveston Daily News' plant, but because it was not available after 2 p.m., the Sun changed its two shifts' starting times from 7 a.m. and 8 a.m. to 6 a.m. for both. The employees did not receive the night rate for working a shift that began before 7 a.m.

When printing resumed in Baytown six weeks later, the employees were retained on the 6 a.m. shift for about two weeks and then returned several at a time to a 7 a.m. start. By Dec. 14, all were starting at 7 a.m.

Meanwhile, on Dec. 11, the union wrote a letter to the company requesting that the employees be paid the differential between the night and day pay scale. The company declined the request, and on Jan. 22, 1980, the union filed charges with the NLRB.

The company's defense was that the parties had reached an impasse in bargaining over a new contract, and that therefore it had the legal right to put its final proposal eliminating the night rate into effect.

Judge Stevens found that while the parties may have been at an impasse when he heard the case last April 24, "that is not the controlling date. For an impasse to constitute a defense to the charges, it would have to be established as of May 3 (1979), when the shift change was effected. It is (the Sun's) burden to show an impasse as of that date, and that burden was not met," he said.

(Southern Newspapers Inc., d/b/a The Baytown Sun, and Houston Typographical Union No. 87, JD-SF-205-80) □

Union wins Nashville decision

A three-member NLRB panel has agreed with an administrative law judge that the Newspaper Printing Corp. in Nashville, Tenn., violated the Taft-Hartley Act in bargaining with Typographical Union No. 20 over language defining the employee unit [presstime, June, page 40].

The company is appealing the July 28 decision to the 6th U.S. Circuit Court of Appeals.

The panel noted that although the pertinent section of the labor contract was entitled "Jurisdiction," the parties had bargained to an impasse over the unit description and not work jurisdiction alone.

A change in the unit description is a permissive but non-mandatory subject of bargaining, and it cannot be the subject of an impasse, the NLRB held.

(Newspaper Printing Corp. and Nashville Typographical Union No. 20, 250 NLRB No. 132) □

NLRB elections

Agana (Guam) Pacific Daily News, IUOE: A unit of all full-time and regular part-time employees voted 81-40 against representation by Local 3 of the International Union of Operating Engineers. *(NLRB Case No. 37-RC-2544)*

Atlantic City (N.J.) Press, Teamsters: Local 331 of the Teamsters union was certified to represent all hourly paid delivery drivers. The employees voted 15-0 in favor of the union. *(NLRB Case No. 4-RC-14169)*

Houston Chronicle, IAM: Maintenance department employees voted 16-5 against further representation by the International Association of Machinists and Aerospace Workers Lodge No. 12 in a decertification election. *(NLRB Case No. 23-RD-460)*

New York Daily News, Guild: Telephone circulation solicitors at the New Hyde Park office voted 29-12 against representation by New York Local 3 of The Newspaper Guild. *(NLRB Case No. 29-RC-4983)*

Traverse City (Mich.) Record-Eagle, Teamsters: Pressmen voted 4-1 to decertify Local 406 of the Teamsters union as their bargaining agent. *(NLRB Case No. 7-RD-1689)*

Winter Haven (Fla.) Daily News-Chief, ITU: Pressmen voted 9-0 in favor of representation by Lakeland Typographical Union No. 845. *(NLRB Case No. 12-RC-5868)*

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Don Alan Zimmerman has been confirmed by the U.S. Senate to fill the National Labor Relations Board seat vacated last December by Betty Southard Murphy [presstime, February, page 37]. The nomination was approved 68-27 Aug. 5 after the Senate, on a third cloture vote, ended a filibuster led by Sen. Orrin G. Hatch (Utah), who opposed the appointment because the seat traditionally is held by a Republican and Zimmerman is not a registered Republican. The 40-year-old Los Angeles native has been minority labor counsel to the Senate Committee on Labor and Human Resources since 1974. In a related action, President Carter on Aug. 6 renominated Democrat John C. Truesdale, 59, for a five-year term on the board.

Wilkes-Barre unions sign NLRB bargaining pact

The craft unions striking the Wilkes-Barre (Pa.) Times Leader have entered into a formal agreement with the NLRB that they will not bargain in bad faith.

The unions are Pressmen's Local 137, Stereotypers' Local 139 and Typographical Local 187.

A hearing before an administrative law judge on the company's charges had been scheduled to begin Aug. 4 [presstime, May, page 45]. The unions signed the agreement with the NLRB on July 30.

A similar agreement had been reached earlier with Newspaper Guild Local 120.

If the unions violate the agreement, the NLRB may seek contempt sanctions in federal appeals court.

The four unions struck the newspaper Oct. 6, 1978. The Times Leader is continuing publication and distribution during the strike. □

St. Louis Post-Dispatch wins 2 of 3 rulings on wage issues

The St. Louis Post-Dispatch has been upheld on two of three issues arbitrated with Local 47 of The Newspaper Guild in long-standing disputes over the appropriate rate of pay for employees in three job classifications.

The labor contract section involved provides that the parties will negotiate pay for jobs in which there have been "significant" changes in duties. It further provides that if agreement is not reached, the matter is to be submitted to arbitration.

The union's grievances were filed in 1977. Arbitrator Bert L. Luskin, a Chicago attorney, issued his final decision June 20, 1980. An earlier award had resolved an issue concerning the scope of the arbitration proceeding.

Under the rate structure established by negotiations, job classifications are slotted into seven different grades from A (highest) through G (lowest).

The union contended there had been significant and substantial changes in the duties and responsibilities pertaining to the jobs of classified "ad-visors," copy and order expediters, and classified telephone sales representatives.

Luskin rejected changing the classification for the classified sales reps and the copy and order expediters.

However, he ruled that the classified ad-visors should be upgraded from F to E, retroactive to Sept. 1, 1978. The union had sought retroactivity to an earlier date and an increase to grade C. Luskin found that a change in emphasis from that of primarily receiving information (ad takers) to that of actively selling ads resulted in "a significant change" in their primary duties.

The union had contended that the copy and order expediters—dispatch room employees who serve as a link between advertisers and the composing room—should be advanced from D to B; but Luskin found that the fact that the composing room had been placed "off limits" to employees from other classifications had no significant impact on their duties.

The classified telephone sales representatives should have been advanced from C to A, the union argued. Whereas part of their job once involved answering incoming calls, now they spend all of their time in "creative advertising," the union noted.

Luskin, however, said that the fact that they are required to work exclusively within their own classification "would not and could not, under any wage structure system," justify an increase in salary. □

Unions organizing white-collar units

Unions won 59 percent of NLRB-conducted representation elections in so-called "white-collar" units in 1979, the Bureau of National Affairs Inc. reported in its annual survey.

It was the highest percentage since 1967, when unions won 65.3 percent, and followed two consecutive years of declining white-collar wins. In 1978, unions won 55.2 percent.

The percentage of *overall* union wins, however, is well below that in white-collar units. In 1979, major newspaper unions won only 36 percent of the elections conducted at newspapers [presstime, August, pages 6-7].

One significant 1979 victory cited by BNA involved a unit of 995 clerical and technical employees of Aspen Systems Corp. in Brooklyn, N.Y. They voted in favor of representation by the Graphic Arts Associates, an affiliate of New York Typographical Union No. 6.

In all, the International Typographical Union won five of nine elections in white-collar units, BNA said.

The Newspaper Guild won five of six white-collar elections, the report showed.

BNA considers "white-collar" to include newspaper editorial employees, office and plant clerical workers, employees in semi-professional occupations which require specialized training, outside salesmen and insurance agents (but not retail sales clerks) and broadcast employees.

The survey figures do not include elections involving employees in the public sector. □

New contract award in Newark covers pressmen until 1983

The labor agreement between the Newark (N.J.) Star-Ledger and Newspaper Printing Pressmen's Union No. 8 has been extended to July 15, 1983, as a result of a new contract arbitration award.

The company had proposed extending the contract to July 15, 1981, but Arbitrator Joseph F. Wildebush said that the longer period requested by the union "will make for greater stability in the relations" between the parties and "permit more realistic and definitive planning" with respect to future operations. Also, he noted, the 1983 date coincides with the contract negotiated with the Newark Mailers union.

The so-called "interest" or "terminal" (as opposed to grievance) arbitration proceeding had been initiated by the union when extended negotiations failed to produce a successor contract to the one that expired July 15, 1978.

The May 6, 1980, award granted a weekly increase of $27, retroactive to July 15, 1978; another $27, retroactive to July 15, 1979; and $22 plus a cost-of-living adjustment, effective this past July 15.

Future increases are based on those gained by the Mailers union because of a historical relationship between the wages of the two unions.

The Pressmen's union had sought a $39 increase the first year and increases of $30 on each anniversary date.

As requested by the company, the arbiter expanded the contract's no-strike clause to specify that the union will not refuse to cross picket lines of other unions. Wildebush noted that the mailer and typographical contracts have such a provision.

Portions of the monetary award can be allocated to fringe benefits, if the parties desire, so long as the total financial package remains intact.

All other contract proposals by either party were denied.

Wildebush said he gave "studied consideration" to the historical relationship between the wages and benefits in Newark and New York City and to the ability of the Star-Ledger to maintain its competitive position with the New York Daily News and The New York Times. Maintenance of "a finely balanced relationship" benefits both the company and the union, the arbiter said.

The company and union had agreed in the prior contract that manning would not be a subject for arbitration. And the arbiter said this prohibition posed one of the "more difficult constraints" he faced in making a decision. "Clearly," he said, "additional and alternative financial and fringe benefits may well be available and forthcoming should the parties find themselves in agreement as to a means of incorporating discussion of the issue of manning in future contract negotiations."

The arbiter said he found no evidence to support the union's claims of increased productivity because "this issue was inextricably interwoven" with the issue of manning. He noted that the contract of the New York pressmen, which was agreed to following an extended strike, had equalized the manning patterns of the Newark and New York operations. □

Additional arbitration awards

Baltimore Sun, ITU: Alexander M. Freund found the union's grievance was not arbitrable because the contract's arbitration clause "is not susceptible to an interpretation that covers the asserted dispute" involving reinstatement of two employees who owed the company money.

Boston Globe, ITU: Samuel S. Kates ruled that the company did not violate the labor agreement by assigning to computer operators not represented by the union such duties as purging copy from computer storage and investigating problems with editorial VDTs.

Rockford (Ill.) Register Star, IPGCU: Donald J. Petersen upheld the company's position that it was entitled to lay off a journeyman pressman rather than an apprentice where the apprentice had greater seniority with the company and in the pressroom than the journeyman.

San Jose (Calif.) Mercury and News, ITU: Donald H. Wollett sustained the permanent discharge of a printer who physically assaulted his supervisor, even though the grievant had been guaranteed a lifetime job.

Washington Post, ITU: Jacob Seidenberg found that employees on a job guarantee roster who are on unpaid leaves of absence are entitled to an annual, three-week, paid productivity leave.

Worcester (Mass.) Telegram and Evening Gazette, GAIU: Tim Bornstein denied the union's contention that management had violated a past practice allowing employees to choose their days off according to seniority.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Court remands equal pay issue

The 3rd U.S. Circuit Court of Appeals has ruled 2-1 that the prohibition against sex-based wage discrimination in Titie VII of the Civil Rights Act of 1964 applies even when the jobs at issue are different and that Title VII supersedes the Equal Pay Act.

The decision, in effect, endorsed the controversial "equal pay for work of comparable worth" theory [presstime, June, page 38].

The dissenting judge said he did not believe that Congress intended to overrule the equal work policy of the Equal Pay Act in adopting Title VII.

The Aug. 1 ruling upheld the right of the Electrical Workers union to challenge the wage structure at Westinghouse Electric Corp.'s Trenton, N.J., light-bulb plant.

Equal Employment Opportunity Commission Chair Eleanor Holmes Norton said the decision gives her agency "a big head start" in the area of wage discrimination claims under Title VII.

The case, *IUE v. Westinghouse*, was remanded to the U.S. District Court for New Jersey where it will be argued on its merits. □

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Union found liable for $177,844 in damages

An arbitrator has found the union of truck drivers who deliver newspapers in the metropolitan New York area liable for $177,844 in damages to the New York Daily News as the result of an illegal work stoppage.

The News had claimed a loss of $221,459 in advertising and circulation revenues arising from the Dec. 28-29, 1977, breach-of-contract work stoppages at its plants in Manhattan, Brooklyn and Queens [ANPA Labor and Personnel Relations Bulletin 6491, page 631].

Following hearings in 1978, Herbert L. Haber, the chairman of a five-member arbitration board, issued the award this past February. One of the reasons for the delay in issuing the award, Haber said, was his inability to develop a formula that would assess damages against individual union members.

"I am convinced that there is ample justification for holding both the union and individual members of the bargaining unit responsible . . .," Haber said. "However, I am not satisfied that I can adequately identify those individuals who should carry that burden."

Haber, now an attorney in private practice, was once a labor relations executive with the Publishers Association of New York City and later the city's director of labor relations.

The strike stemmed from the suspension of three employees who had refused to obey the direct orders of their foreman, and the subsequent "knocking off the payroll" for the night of three others who refused to do the work normally handled by the suspended men.

A grievance procedure between the company and the Newspaper and Mail Deliverers' Union provides for a permanent, constantly available, arbitrator. The drivers refused to return to work despite the arbitrator's order that work not be interrupted pending an expedited arbitration hearing.

Haber said it was "manifestly clear" that the work stoppage was "unwarranted, improper and illegal." Violations of the arbitrator's orders must be dealt with "severely," he said.

The formula used by the News in establishing the extent of its damages—revenue loss plus additional costs incurred, less savings of expenditures not made—was correct, Haber said, but he disallowed $43,615 for newsprint and ink used in the later printing of "make-good" advertising. "In the normal courses of business the charges to advertisers would include the cost of newsprint and ink as well as other required make-ready and preparation costs, and therefore, have already been covered in the received revenue for those ads," he said. □

VDTs did not substantially change jobs of reporters, copy editors, arbiter says

The use of video display terminals by reporters and copy editors at two newsapers in Vancouver, British Columbia, has not substantially changed their jobs, according to a recent arbitration decision.

However, Arbitrator John Kagel found there had been a "substantial change" in several other jobs, and he directed Pacific Press Ltd., the company which produces The Province and The Vancouver Sun, to negotiate compensation for those jobs with Local 115 of The Newspaper Guild.

The matter went to arbitration under a provision in the labor agreement which states that should the company, in the union's estimation, "substantially change the duties or functions of an existing job, compensation shall be negotiated." The agreement further provides for binding arbitration if the parties are unable to agree.

Kagel found in a 47-page opinion that the job of wire editor at The Province, where wire copy is sorted electronically, had been changed substantially. "Testimony of significant greater difficulty to perform the job of wire editor because of electronic sorting is accepted," he said. "That the Sun sorts by hard copy underscores this conclusion."

Also changed under the contract definition were the jobs of people working the news desk slots at both newspapers and the person working the sports slot at The Province, Kagel found. He noted that the slot is where "the overall impact of the (electronic) system falls."

One other job, that of head editorial dispatcher, also has been substantially changed by the system, Kagel decided. Head editorial dispatchers are supervisors of editorial messengers or copy runners who also have limited technical responsibilities in the operation of the system. He noted that they prepare tabular material and are "significantly involved in troubleshooting."

Kagel directed Pacific Press and the Guild to enter into negotiations "forthwith" to determine whether there are any other jobs in the slot categories which have duties similar to those he found had been changed.

In the event the parties are unable to negotiate an agreement by Sept. 10, any unresolved matters are to be submitted to Kagel for final determination.

Wage increases, if any, are to be retroactive to July 7, 1978. □

Recent contract settlements

Hightstown (N.J.) Daily Racing Form, Guild: Three-year contract covering editorial employees will expire April 6, 1982.

Oakland (Calif.) Tribune, ITU: New five-year supplemental agreement on automation concluded.

Pottstown (Pa.) Mercury, Guild: Three-year editorial contract will expire Sept. 14, 1982.

Richmond (Va.) Times-Dispatch and News Leader, Independent: Annual salaries set in editorial contract expiring June 1, 1981.

Sheboygan (Wis.) Press, Guild: Two-year editorial contract retroactive to Feb. 1, 1979.

(Details in ANPA Labor & Personnel Relations Letter No. 5, August.)

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CPU-Abitibi settlement ends strike at six mills

The Canadian Paperworkers Union ended its month-long strike against Abitibi-Price Inc. July 30 when members ratified a new, two-year contract. The strike had closed six Abitibi newsprint mills.

Meanwhile, a strike by another union, the Confederation of National Trade Unions, remained unresolved at press time. That strike has idled three Abitibi newsprint mills and one Consolidated-Bathurst Ltd. newsprint mill.

The CPU contract with Abitibi calls for wage increases of $1.37 an hour (15 to 17 percent, depending on base salary) in the first year and 9.5 percent in the second year, with some adjustments for trades, papermakers and other job scales. Improvements also were made in the vacation, health care and pension plans.

The contract, expected to set a pattern for the rest of the eastern Canadian newsprint industry, apparently is doing so.

On Aug. 14, CPU members ratified a new two-year contract with Canadian International Paper Co., the terms of which were essentially the same as those in the Abitibi contract. Newsprint mills covered by the contract are located at Gatineau and Three Rivers in Quebec and at Dalhousie, New Brunswick.

Also on Aug. 14, the CPU reached tentative agreement with Consolidated-Bathurst Ltd. on a new two-year pact that reportedly resembled the Abitibi contract. The Consolidated-Bathurst mills involved are at Shawinigan Falls, Grand Mere and Three Rivers, Quebec.

In the United States, a new two-year contract was ratified Aug. 14 by members of the United Paperworkers International Union at Great Northern Paper Co.'s Millinocket and East Millinocket, Maine, newsprint mills.

The contract provides an 8.5-percent pay increase (71 cents an hour) in the first year and an 8-percent increase in the second year. □

Newsprint and the shrinking newshole

Higher newsprint costs and tight supplies have caused headaches not only for newspaper business managers but also for editors hampered by shrinking news holes.

Sixty-four of 197 editors responding to a recent Associated Press Managing Editors questionnaire said their superiors want tighter editing and shorter stories because of limited newsprint; 49 reported using more "briefs" columns.

Fifty-seven said the newsprint dilemma has inhibited improvements in their newspapers. At the same time, only 16 editors said they have been denied newsprint for special sections.

Newsprint quality was another concern, as 64 editors said their newspapers are having increased trouble with show-through, web breaks and quality of reproduction. □

Newsprint statistics in Oct.

Because of early deadlines for this edition of presstime, newsprint statistics for July will be carried in the October issue, along with the statistics for August.

Bowater announces hike to $457.50 per metric ton

Bowater Sales Co. said it will increase the price of newsprint sold in the United States by $27.50 a metric ton to $457.50, effective Oct. 1.

The price hike will be the second this year for Bowater. On April 1, it raised the price from $402 to the current $430-a-ton level [presstime, March, page 48].

Other newsprint manufacturers are studying Bowater's latest increase.

Newsprint notes

Publishers Paper Co. in July started up a second line of a new de-inking facility at its Newberg, Ore., newsprint mill. When fully operational, the de-inking facility will produce 227 metric tons of de-inked stock daily for production of newsprint. Consumption of recycled paper for the second de-inking line will increase from 54,481 metric tons in 1979 to an annual rate of 90,801 tons. The Newberg mill currently produces about 408 metric tons of newsprint a day. A new newsprint machine, which will boost the mill's newsprint capacity by about 191,000 metric tons a year, is scheduled to begin production early next year [presstime, October, page 48].

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Southwest Forest Industries has approved preliminary engineering work at its Snowflake, Ariz., mill for a $45 million conversion of a linerboard machine to newsprint. The company said the project will increase Snowflake's estimated annual newsprint capacity by 109,000 metric tons to 249,000 metric tons; annual linerboard capacity will decrease from 236,000 tons to 127,000 tons [presstime, June, page 47]. □

Six-month financial reports of paper companies

Net Income (In Thousand Dollars)

	1980	1979	% Change
Abitibi-Price Inc.	$ 62,177	$ 55,815(a)	+ 11.4
Boise Cascade Corp.	75,670(a)	88,430	- 14.4
British Columbia Forest Products Ltd.	29,600	49,100(b)	- 39.7
Consolidated-Bathurst Inc.	63,606	48,884(a)	+ 30.1
Crown Zellerbach Corp.	53,300(a)	66,500	- 19.8
Domtar Inc.	49,300	43,300	+ 13.9
International Paper Co.	166,000	258,500(a)	- 35.8
Kimberly-Clark Corp.	94,000(b)	81,600(b)	+ 15.2
MacMillan Bloedel Ltd.	82,300	90,500	- 9.1
Reed Paper Co.	21,900(a)	17,300(a)	+ 26.6
St. Regis Paper Co.	94,991	82,987	+ 14.5
Southwest Forest Industries	15,715	15,122	+ 4.0
Weyerhaeuser Co.	208,525	271,145	- 23.1

(a) Including extraordinary credit
(b) Restated
(c) Including extraordinary charge

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Caliper measurement resumes

By Doris E. Kleintop

The ANPA/RI Newsprint Quality Program [presstime, November, page 49] has resumed measurement of newsprint caliper as part of its regular testing program, effective with samples received since January. Such testing had been suspended in the early 1960s because, unlike today, all newsprint then had the same basis weight, and caliper—the thickness of a sheet of newsprint—varied little.

Caliper is being measured by a motorized micrometer that applies even, constant pressure to the test sample to ensure consistent results.

It is measured in micrometers, metric units that have replaced the English unit of mils (.001 of an inch). There are 25.4 micrometers to the mil.

Although caliper may seem a simple concept to grasp, confusion may result from trying to relate caliper to roll dimension and grammage.

Grammage is a measurement of *weight* per unit of surface area (one square meter) of newsprint; it is not concerned with the thickness, but only with how much one square meter of newsprint weighs, as is reflected in the unit of measurement: grams/square meter. This metric measurement is being used in lieu of the English unit of basis weight (which was measured in pounds/ream).

Grammage, therefore, is independent of caliper. It is not unusual to find considerable variation in caliper among newsprint samples of a particular grammage. In the Newsprint Quality Program, analyses of 365 samples of 48.8 grams/square meter (formerly 30 pounds/ream) newsprint show a caliper variation of between 65 to 95 micrometers (2.6 to 3.7 mils), with an average caliper of 77.7 micrometers (3.1 mils).

This variation is caused primarily, but not solely, by the operation known as calendering that smooths newsprint during its manufacture. As the newsprint passes through banks of steel rollers, it also is compressed to some degree. Imagine two sheets of a fluffy substance, one of which is ironed or compressed, as in calendering, while the other remains untouched. Both are of the same length, width and weight—as measured by grammage—but there is a difference in their thickness, or caliper.

An example of the confusion caused by changes in caliper took place in 1974 with the introduction of 48.8 grams/square meter (30 pounds/ream) newsprint. Many publishers found that rolls identical in size to those used in previous years were up to 100 pounds lighter than expected. This condition was caused by bulking of the newsprint: fluffing up the fibers in the newsprint sheet to keep the caliper of the lighter paper equal to that of the older, heavier paper. Because there was no change in caliper although the paper weighed less per unit of surface area, there was no change in length of paper on the roll.

This is the key to understanding. If the caliper had been reduced by an amount proportional to the change in grammage —which is not an automatic change— more of the thinner paper would have fit on the roll (if roll size remained constant) and the overall length would have increased. If roll size and weight had remained constant, and both grammage and caliper had been reduced, more running feet of paper would have been on the roll.

This is the important thing to remember when discussions of reducing newsprint grammage (or basis weight) turn to claims of potential savings in the form of fewer splices, reduced roll handling and smaller storage space requirements [presstime, May, page 58]. These claims are based on the assumption that lighter weight will result in more running feet of paper per roll. This will happen only if caliper is proportionally decreased and the size and weight of the roll remain constant.

Caliper data will be sent to ANPA-member newspapers in the Newsprint Quality Program. Nonparticipants may receive charts by contacting ANPA/RI. □

Kleintop is technical supervisor, Material Testing Service, at the ANPA Research Institute.

Equipment for sale

One Photon 532 with some spares; three Compstar 191's with film strips and spares; one PDP8E (8K) 2 RKO5 drives, two tape drives, and ASR-33; one LOGE Film Inverter; one DuPont Blender Unit; two AK1 Autocomp Keyboards. All in good condition. Contact John Rodney, The Express, Box 391, Easton, Pa. 18042; (215) 258-7171.

Compugraphic equipment: two 2961 HS, one 4961 TL, one 7200; three Compuperf keyboards; belt dryer; spare parts kit; assorted fonts; gears. Contact Larry D. Fisk, Journal Record Publishing Co., 621 N. Robinson, Oklahoma City, Okla. 73102; (405) 235-3100.

Disc guard for Photon Mark I to IV non-segmented Disc, protects matrix from scratches when removing disc and installing disc, made of clear plexiglass, price $12.95 plus postage and handling. Contact C. W. Boyer, The Trentonian, P.O. Box 231, Trenton, N.J. 08602.

Three Harris TxT II's with 2500 interface and on-line Ektamatic stabilization processors. TxT II S/N 371 available Sept. 1; TxT II S/N 345 and S/N 452 to be available Jan. 1, 1981. All are presently in daily production and may be inspected by appointment. Many type disks and spare parts are available. All reasonable offers considered. Contact Don Schonfeld or Joe Blackwell, Alexandria Daily Town Talk, Alexandria, La. 71301; (381) 487-6408.

Chemco Spartan III Camera, with Berkey Ascorlux Pulsed Xenon lights, excellent condition. Cutler Hammer Web Master SCR Press drive, five 40-HP double-ended motors. Two Dynaflex plate washers, K & F plate punch, bender, shear. Two Brown Ultralite 5000 exposure units. Contact J. T. Haley, production manager, The Courier, Findlay, Ohio 45840; (419) 422-5151.

Equipment wanted

Compugraphic Videosetter Universal with or without fonts or spare parts. Contact Omar Ketchum, production manager, LaPorte Herald-Argus, 701 State St., La Porte, Ind. 46350; (219) 362-2161.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, executive director, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

Newspapers treated in summary fashion

By Jon G. Udell

The Newspaper Industry in the 1980s: An Assessment of Economics and Technology. By Benjamin M. Compaine. Knowledge Industry Publications Inc. 290 pages. $24.95 hardcover.

The Newspaper Industry in the 1980s is worthy of attention by those who are interested in the newspaper business. However, the book falls considerably short of its title as well as the introduction which promises an analytical evaluation of the future of the newspaper.

In a summary chapter, Compaine defines a somewhat different objective: "to bring together a wealth of scattered information, trends, characteristics, and events which together might help to put the discrete elements of one of the country's oldest industries into a contemporary perspective." This has been done quite well.

Benjamin Compaine

Compaine is executive director, media and allied arenas, of the Program on Information Resources Policy at Harvard University. He is the author of *Future Directions of the Newspaper Industry: The 1980s and Beyond* and co-author of *Who Owns the Media: Concentration of Ownership in the Mass Communications Industry.*

In this, his latest work, the author draws heavily on the studies and data of others' case histories, and his extensive knowledge of newspapers to present an almost encyclopedic treatment of the various dimensions of the newspaper business—such as circulation, advertising, group ownership and the technology of newspaper production. Developments during the past two decades are emphasized, with occasional historical glimpses going as far back as the Gutenberg press of the 15th century.

Perhaps of most interest are six hypotheses which are briefly discussed in the summary chapter:

- The rapid introduction of new technology into many phases of newspaper operations qualifies this print medium for inclusion as an electronic medium.

Compaine rejects this; nor does he foresee the adoption of technological changes that will induce such an event at any time during the current decade.

- Although newspaper production may change, the final product as received by the subscriber will remain physically quite similar to present form.

The author accepts this hypothesis. While the technology required for an electronic newspaper is available, Compaine maintains that economic considerations will preclude any major development of the electronic newspaper in the foreseeable future.

- New technology will provide newspaper publishers with opportunities for new roles and formats for information distribution in the coming decades.

Compaine agrees, and he sees a market for the electronic distribution of supplemental news and information to *businesses*, as well as one for market information which newspapers should develop for their own use.

- A fourth hypothesis—"The daily newspaper has no replacement in the foreseeable future as a major vehicle for local advertisers"—is cautiously accepted. The author believes that display advertising linage is fairly secure but that classified advertising does lend itself to potential new modes of delivery. However, Compaine concludes that "there does not appear to be a medium which can perform the broad advertising function of the daily newspaper at a similar cost with comparable effectiveness."

- A fifth hypothesis—"Current trends notwithstanding, aggregate newspaper circulation will stabilize and enjoy modest increases through the remainder of the century"—is accepted.

- Finally, Compaine concludes that "Direct newspaper competition within cities continues to diminish, but the impact of this on readers is not yet clear." In this regard, he notes that there is more rivalry for readers and advertisers than that which exists among newspapers. Unfortunately, this definite fact of newspaper life is not well-developed by the author.

Following the summary and findings chapter, the book includes another titled "Conclusions: The Daily Newspaper in the Eighties and Beyond." In reality, it is primarily a brief listing of fairly simplistic prescriptions for management, such as:

- ". . . newspaper publishers and editors should be less concerned about television *per se* than about other print media"

- ". . . the newspaper must be made into an attractive package, with a well-thought-out format that remains consistent each day"

- "Newspaper executives must concentrate on boosting circulation and advertising linage."

The most interesting observations of this chapter are that "The form of the newspaper by the year 2000 should be remarkably similar to the newspaper of 1980" and "The paper may be thinner as certain sections may be replaced by electronic distribution."

If one is interested in a summary of much of the research relating to the economics and history of the newspaper and a brief discussion of some of the issues involved, Compaine's book is well worth acquiring. However, it lacks an examination of many of the external forces which will have a profound impact on the future of the newspaper, such as national economic growth, inflation, the ability and willingness of the population to read, and careful examination of potential new electronic media. □

Dr. Udell, ANPA economics consultant and Irwin Maier professor of business, University of Wisconsin, is the author of The Economics of the American Newspaper.

Prospective buyer, Teamsters negotiate on Cleveland Press

By Marna Perry
presstime staff writer

Negotiations were continuing in late August between E.W. Scripps Co., owner of the Cleveland Press (p.m., circulation 300,708), and Joseph Cole, chairman of Cole National Corp., for the sale of the financially ailing, 102-year-old newspaper.

Cole had sought Teamster union assurances that it would support his purchase conditions calling for layoffs of about 150 of the newspaper's nearly 1,000 employees and a year-long wage freeze. But on Aug. 3, the union's membership voted 120-70 against those conditions.

Cole also had demanded that the current Newspaper Guild contract be extended two years beyond its July 31, 1981, expiration date. Guild officials said they will await developments involving the Teamsters before acting.

Cole declined to confirm or deny for presstime whether he had modified his demands following the Teamsters' rejection of his conditions.

However, J. Stephen Hatch, executive secretary of the Newspaper Guild Local 1, said that consummation of the transaction probably "will require a concession package from the Teamsters."

"Cole has told me personally he intends to put out a morning paper and he told me he also . . . is seriously considering a Sunday paper," Hatch said. Teamsters' concessions would be necessary because their contracts restrict drivers from working beyond certain hours, he explained.

Teamsters and E. W. Scripps officials could not be reached for comment.

Cole described as "probably somewhat overstated" reports that the Press lost $6 million last year and now is losing $1 million per month.

Nevertheless, the Press' competitor, The Plain Dealer (a.m., circulation 386,194), and other media have quoted various labor and newspaper sources as saying that the afternoon daily could be doomed if the Cole purchase falls through.

Theodore Newhouse, associate publisher of Newhouse Newspapers, owners of The Plain Dealer, confirmed reports that E.W. Scripps Co. had approached his company more than a year ago concerning the possible joint operation of The Plain Dealer and Cleveland Press. But Newhouse rejected the idea.

Cole emphasized that the prospective newspaper purchase has "nothing whatever to do" with his Cole National Corp., a specialty retailing company based in Lyndhurst, Ohio, which operates, among other things, the optical departments in Sears, Roebuck & Co. stores. □

Panax votes on liquidation plan

Stockholders of the Lansing, Mich.-based Panax Corp. were scheduled to meet Aug. 28 to vote on a resolution to liquidate the company's assets, including six dailies, 29 non-dailies and two commercial printing and composition plants [presstime, August, page 46].

James G. Shuman, assistant to Panax president John P. McGoff, said stockholders earlier in the month received a statement from company headquarters outlining the basic liquidation plans.

Panax closed its news bureaus in Lansing and Washington, D.C., at the end of July. □

Recent acquisitions

Lee Enterprises Inc., Davenport, Iowa, acquired Winona (Minn.) Daily and Sunday News from Republican & Herald Co., Winona, daily circulation 17,729.

Enterprise Group Inc., Minden, La., acquired two Louisiana dailies from R.H. Fackelman, Panama City, Fla.: Minden Press-Herald and Slidell Daily Times, total daily circulation 9,473.

Newspapers of New England Inc., Concord, N.H., acquired Valley News, White River Junction, Vt., daily circulation 13,363.

Eugene Thomas, Nevada, Iowa, acquired the Nevada Evening Journal, daily circulation 3,600. □

'Shoe'

By Jeff MacNelly

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

Comments sought on proposals to change wire-service code

The ANPA Wire Services Guidelines Task Force is seeking comment on proposed recommendations for wire services in providing additional breakdowns of certain categories of wire-service copy.

The recommendations were formulated in response to newspapers which cited a need for a better breakdown in the categories of sports news, Washington news and election news [R.I. Bulletin 1312, Feb. 1, 1979].

The task force's recommendations state:

"Effective Jan. 31, 1982, the category code on certain transmissions may contain up to three additional alpha characters. The category field on those transmissions would then contain as many as four alpha characters.

"A delimiter will be used to designate the end of the Category Indicator Field, and precede the Format Identifier Field. The current delimiters being used for separating the various non-textual fields are Space (SP) and Tab Field Indicator (TFI)."

The Task Force would like publishers' comments on the recommendations generally and specifically on which of the existing delimiters would be more effective in implementing the expanded Category Code field.

Response should be directed to Donald V. Teschner of the ANPA Telecommunications Department at The Newspaper Center, Reston, Va. □

Economics series for journalists set

A continuing education series on economics will be conducted this fall for print and broadcast journalists.

The Satellite Transmission Education Project, or "STEP I," will broadcast live sessions from Washington and San Diego for viewing on closed-circuit monitors in the studios of public television stations. By mid-July, more than half of the nation's 163 PBS stations had agreed to show the two-and-a-half-hour morning sessions.

Tuition is $15 per session or $50 for four. The sessions will be:

Nov. 8, **inflation, unemployment and recession**
Nov. 15, **monetary vs. fiscal policy**
Nov. 22, **international economics**
Nov. 29, **energy economics**

For further information, contact the Radio-Television News Directors Association, 1735 DeSales St., NW, Washington, D.C., 20036; (202) 737-8657.

Other cosponsors of the series are the Center for Communications at San Diego State University, PBS and KPBS-TV of San Diego. □

Short course on energy planned for journalists

The University of Texas will hold a five-day "Reporters' and Editors' Short Course on Energy" Oct. 5-10 featuring 27 energy experts from research, education, business, government and industry.

The American Gas Association, the Edison Electric Institute and the American Petroleum Institute have provided grants for the program, geared to middle-management editors and energy and science reporters. The National Coal Association also has provided support.

ANPA and the National Association of Broadcasters have endorsed the course.

Enrollment and course materials are free but participation is limited to 100 people. For more information, contact Michael Quinn, College of Communications, CMA A4.130, University of Texas, Austin, Texas; (512) 471-5775. □

Equipment loan approved

The Export-Import Bank of the United States has approved a 7.8-percent interest loan of $4.8 million to Allco Nominees Ltd., a leasing agent seeking to purchase $5.7 million worth of American typesetting and related equipment for The Age of Melbourne, Australia.

The equipment is to be purchased from Atex Systems Inc., Autologic Inc. and Harris Corp. □

Teschner to aid SAT-FAX project

Donald V. Teschner, production engineer at the ANPA Research Institute, has been reassigned to ANPA headquarters to provide primary staff support for the SAT-FAX project [presstime, August, page 20].

Teschner, a member of the ANPA/RI staff since March 1971, joins the new ANPA Telecommunications Department which is headed by Kathleen Criner and under the general supervision of ANPA Vice President/Technical William D. Rinehart [presstime, June, page 50].

"We are pleased that Don Teschner is available and able to move to Reston and to assume these new duties now as the satellite advertising facsimile project moves into high gear," said ANPA Executive Vice President and General Manager Jerry W. Friedheim. "His experience will enhance the work on this and the many other future projects our new Telecommunications Department will be undertaking."

Teschner, a one-time communications specialist and instructor with the U.S. Air Force, has worked on the production staffs of several newspapers and has managed several commercial typesetting operations.

Since joining ANPA, he has served as instructor for ANPA/RI seminars on phototypesetting and electronic editing systems, in addition to providing Association staff support to the Wire Services Guidelines Task Force. □

New members

THE COLUMBUS TIMES

Columbus, Ga. (circulation 10,000), Ophelia D. Mitchell, publisher.

The Jennings Daily News

Jennings, La. (circulation 5,407), Loyd B. Kussmann, publisher.

The Sheridan Press

Sheridan, Wyo. (circulation 6,496), Milton B. Chilcott, publisher.

speeches

John M. Jones

Richard W. Tullar

Harold A. Schwartz

J. E. Manis Jr.

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **National Legislative Issues Affecting Newspapers.** John M. Jones, publisher, The Greeneville (Tenn.) Sun. North Carolina Press Association, Raleigh, July 25.

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From the International Newspaper Advertising Executives Sales Conference, Boston, July 13-16:

- **Keynote Address by William O. Taylor,** president and publisher, The Boston Globe.
- **Why We Became Involved in the Selective Distribution System.** Henry Bird, general manager, Racine (Wis.) Journal Times.
- **We Asked and The Politicians Passed The Bucks.** James A. McComb, advertising director, Eugene (Ore.) Register-Guard.
- **Renewed Anti-Shoplifting Program.** Richard W. Tullar, advertising director, San Diego Union and Evening Tribune.
- **Viewtron: Advertising Applications of Knight-Ridder's Viewdata Experiment.** Mort Goldstrom, advertising and marketing manager, Viewdata Corp. of America, Miami.
- **NAB Report to INAE.** Jack Kauffman, president, Newspaper Advertising Bureau, New York City.

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From the International Circulation Managers Association annual sales conference, Kansas City, Mo., June 29-July 2:

- **ICMA President's Address by Harold A. Schwanz,** director of circulation, Milwaukee Journal and Sentinel.
- **An Energy Alternative—Propane.** J. E. Manis Jr., director of circulation, Scripps-Howard Newspapers.
- **Apartment House Coverage and Sales.** Harry Woldt, circulation manager, Chicago Tribune.
- **Agency Systems.** John R. Brigham, circulation director, The Dispatch Printing Co., Columbus, Ohio.
- **Little Merchant System . . . Alive and Well.** Don Minor, circulation director, The Bakersfield Californian.
- **Employee Carriers/Adult Carriers.** Walter P. Santel, circulation director, The Cincinnati Enquirer.
- **Alternate Distribution—Opportunity or Threat.** Robert W. Inhofe, director of distribution, Meredith Corp., Des Moines, Iowa.

ANPA calendar

September

ANPA Labor Negotiators Seminar
Howard Johnson's Motor Lodge, Boston, Sept. 8-10

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Sept. 8-12

ANPA Editorial Advisory Committee meeting
L'Enfant Plaza Hotel, Washington, Sept. 9

ANPA Board of Directors meeting
Hyatt Regency Chicago, Chicago, Sept. 11-12

ANPA Circulation Managers Workshop
Drake Hotel, Chicago, Sept. 15-17

ANPA Research and Production Committee meeting
ANPA Research Institute, Easton, Pa., Sept. 16-18

ANPA Conference for Young Newspaper Men and Women
Key Bridge Marriott, Rosslyn, Va., Sept. 21-24

ANPA Press/Bar Relations Committee meeting
Capital Hilton Hotel, Washington, Sept. 22

ANPA Key Executive Seminar
Sheraton at Fisherman's Wharf, San Francisco, Sept. 22-26

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Sept. 22-26

ANPA Executive Committee meeting
Sheraton-Carlton Hotel, Washington, Sept. 23

ANPA/ABA Task Force meeting
Capital Hilton Hotel, Washington, Sept. 23

ANPA Government Affairs Committee meeting
Sheraton-Carlton Hotel, Washington, Sept. 23-24

ANPA Training Committee meeting
Chicago Marriott, Chicago, Sept. 28

ANPA/Newspaper Personnel Relations Association Personnel Workshop
Drake Hotel, Chicago, Sept. 28-Oct. 1

October

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Oct. 6-10

ANPA Labor and Personnel Relations Committee meeting
Hyatt Regency Washington, Washington, Oct. 7

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 7-10

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, Washington, Oct. 8-9

ANPA/International Circulation Managers Association/Institute of Newspaper Controllers and Finance Officers Circulation Computer Systems Symposium
Chicago Marriott, Chicago, Oct. 8-10

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Hotel Bonaventure, Montreal, Oct 9-10

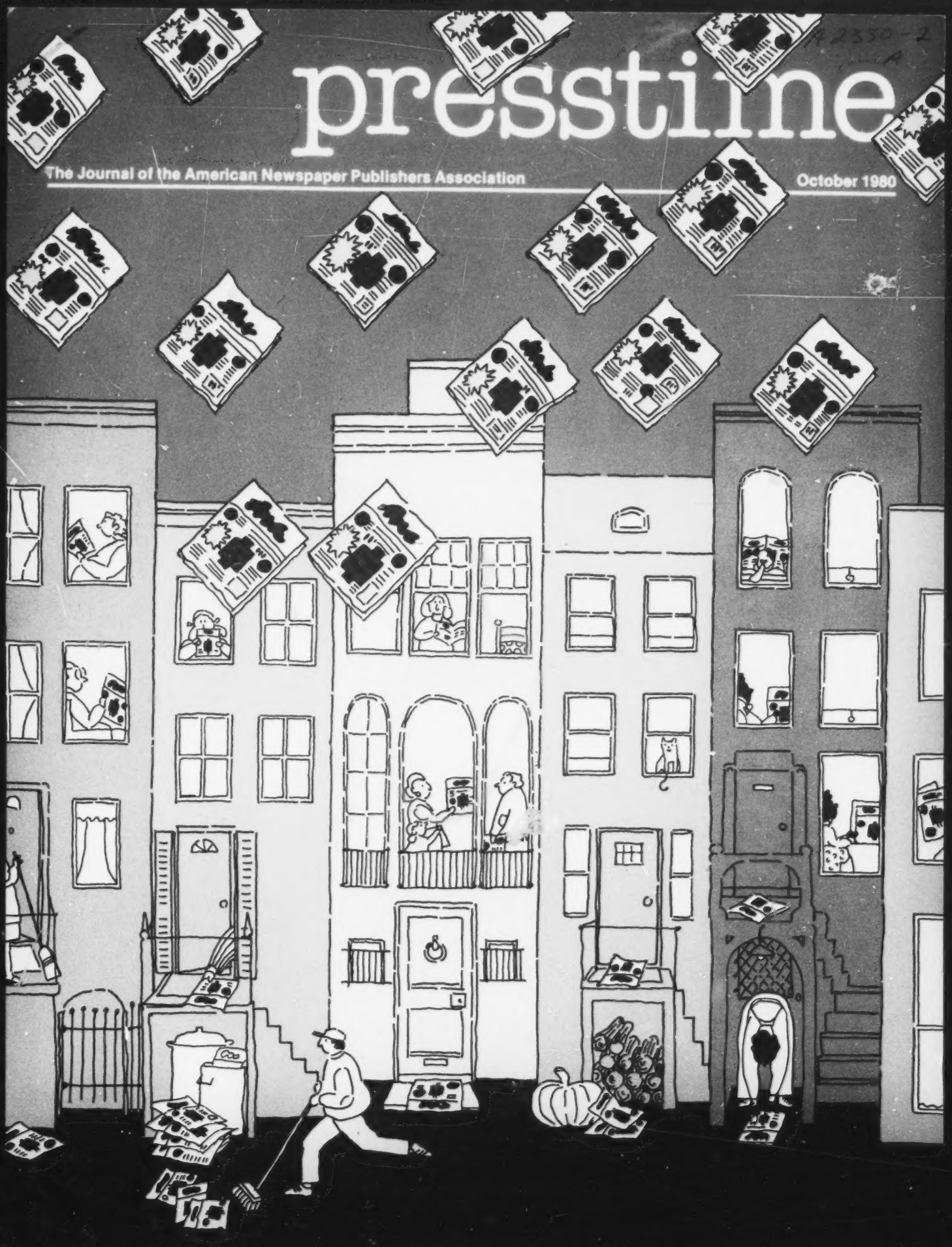
ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Oct. 20-24

ANPA/International Newspaper Promotion Association Strategic Planning Seminar
Houstonian Inn, Houston, Oct. 26-29

ANPA Management Development Workshop
Fairmont Hotel, Philadelphia, Oct. 27-31

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Oct. 27-31

Jeanne Lond
Congressional Inform. Serv.
7101 Wisconsin Ave.
Washington, DC
20014


presstime
The Journal of the American Newspaper Publishers Association
October 1980

chairman's corner

Newspapers still lagging in hiring minorities, women

A chance remark by a newspaper industry executive at a recent meeting—the kind of comment one used to hear more frequently 10 years ago—prompted a look around the room. There were about 50 other newspaper people there—all white males. No other woman was present, nor a single member of any minority.

Katharine Graham

While the progress of our industry over the past decade on the equal opportunity front is not nearly as bad as this example might suggest, neither is it anywhere near as good as a lot of us would like to believe.

Certainly, the number of women and minorities working in newsrooms has increased tremendously. Women now hold 30 or 40 percent of the reporting jobs on some major newspapers, and minority journalists—a rarity in the newsroom a decade ago—hold about 5 percent of the editorial positions on newspapers today.

This is an achievement not to be treated lightly. It reflects a serious commitment to equal opportunity on the part of a number of concerned publishers and is undeniably a major step forward from where our industry was at the start of the 1970s.

But the numbers also show how much progress remains to be made. Nancy Hicks, in an article in the **newspaper business** section, observes that even after a decade of affirmative action, 19 out of every 20 professional journalists in America are white. A Northwestern University survey recently found that some 60 percent of our country's newspapers still do not have one black newsroom employee.

The picture is even more stark when one looks at the number of women and minorities who have been promoted into positions of authority. A recent survey showed that women hold only 6.5 percent of supervisory editorships on newspapers—and even fewer managerial positions on the business side. Fewer than 1 percent of editors and managers are non-white.

As we look ahead to the challenges facing our industry in the coming decade, it is particularly important that provision of equal employment opportunities not be viewed as a concern of the 1960s and 1970s—a problem that largely has been solved. We need to assign the task of providing equal employment opportunities in our industry an even higher priority in the 1980s.

We take pride in being more than just another business, but a moral force in our society. Just as we are identified today as the champion of First Amendment rights, we should seek to take the lead—by example—in championing equal employment opportunities for all.

Kay Graham

Katharine Graham
Chairman and President

ANPA

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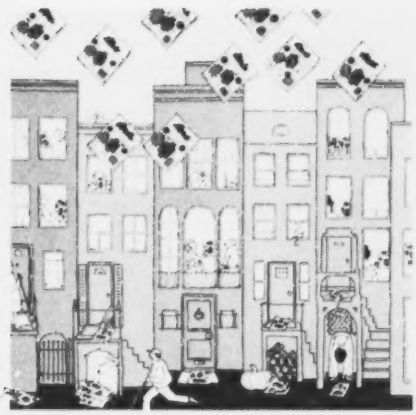

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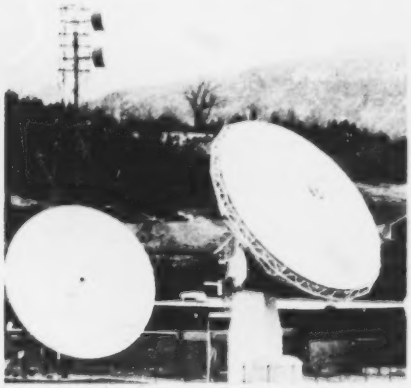

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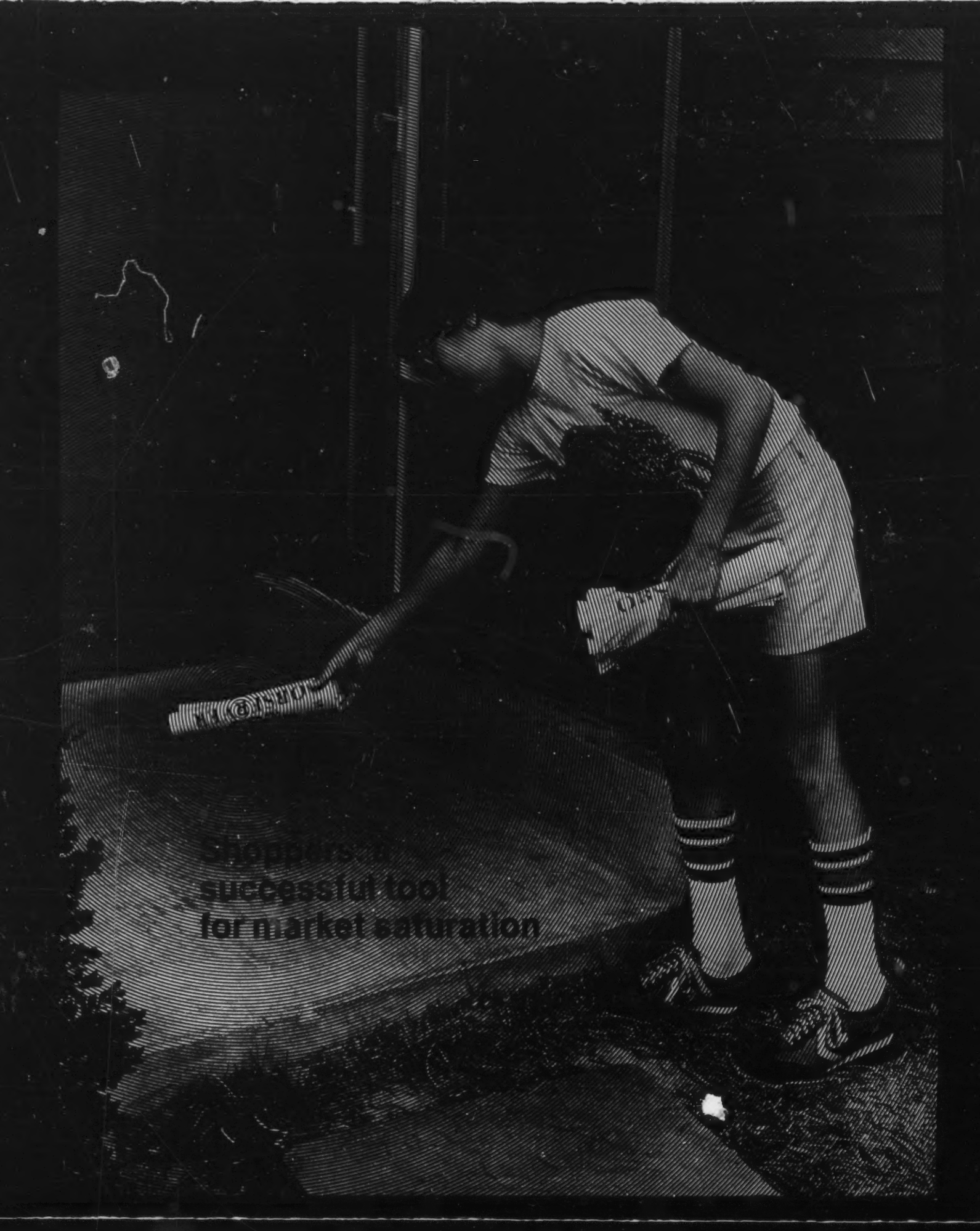
Shoppers: a
successful tool
for market saturation

special report

By C David Rambo
presstime staff writer

Labeled ugly, cheap, thrown together, they were once the scourge of many paid newspapers. But advertising shoppers and other assorted "throwaways" nagged for the attention of solid newspaper advertisers and often won it.

That success has led to a new image for that once-stigmatized corner of the publishing business. And the erstwhile critics, newspapers, are in the thick of the action. Unprecedented numbers of dailies and some weeklies are producing and distributing—mostly on a weekly basis—some sort of free publication to augment their paid circulation. Strategies range from saturation of a targeted area or population group to total market coverage.

"The main thrust of it is to get the K mart, the J. C. Penney, the Sears or whatever into the home that is not a subscriber," says William E. Branen, president of Southern Lakes Publishers Inc. of Burlington, Wis., and a recognized authority in the field.

Free papers are "a mixed-bag media," says Charles M. Kinsolving, vice president for marketing/planning of the Newspaper Advertising Bureau. "We call them the 'undailies.' "

They come in tabloid, broadsheet, the 8 1/2-by-11 "Pennysaver" and other formats.

Most are ad sheets with "very little to no news and little or no editorial costs," notes Branen.

Others, however, more closely resemble traditional newspapers by carrying up to 30 percent or more editorial content, consisting of a range of material from "canned copy" to fresh, local items aimed at a particular zone of distribution. Branen adds, "I've seen some beauties and I've seen some real dogs."

Still other free papers have vigorous editorial staffs and cover the news as any paid publication.

Some owners of independent shoppers attribute the rise in free papers partly to paid dailies' decline in penetration: The shoppers were able to satisfy advertisers' hunger to reach as much of their potential market as possible.

Kinsolving, on the other hand, says declining penetration is not a factor. Rather, the publications have surfaced widely "where a new target market has developed" and where no metropolitan daily has taken advantage of it.

A case in point, Kinsolving notes, is the Valley News in Van Nuys, Calif., "where a couple of hundred thousand homes went up and nobody stepped in to take up the saturation." (See story, p. 9).

From most accounts, success of the unpaids has been dramatic. Profits have soared at many independent free papers, which constitute the majority in the field.

While there is no accurate count of the number of shoppers and other free papers of myriad form on the market today, one estimate holds that there are about 11,000 in the country at any given time.

And while many executives of paid newspapers have told presstime that their free papers turn healthy profits, "it probably is more accurate to say that they hold their own and keep competitors out," Branen says. "That could be the benefit in the long run." His own company consists of two advertising shoppers, two other free papers with some editorial matter, a paid weekly and a paid biweekly, the Burlington Standard Press.

While there is no accurate count of the number of shoppers and other free papers of myriad form on the market today, Kinsolving estimates "there are about 11,000 of these vehicles in the country at any given time."

The National Association of Advertising Publishers—the trade association of free-circulation papers and shoppers—experienced a 40 percent growth in membership from 1974 and now represents about 1,100 member publications. Their total revenues in 1979 (the last year for which figures are available) were $500 million, and current total circulation is around 15 million, reports NAAP Executive Vice President James W. Pearson.

Similarly, there is no strict accounting of how many paid dailies and weeklies have entered the market. A recent Audit Bureau of Circulations survey showed that nearly half of ABC's 1,337 daily newspaper members already publish a free paper, while 25 percent of the rest are considering starting one this year.

An International Circulation Managers Association survey of its members conducted in January 1979 showed that among about 400 respondents, one-fifth with circulations greater than 100,000 were publishing a "shopper"; one-third in the 25,000-100,000 category and half in the less-than-25,000 category were doing so.

Some newspaper groups, especially, have recognized the potential of free papers.

Conrad Fink, executive vice president of Park Newspapers Inc., says that of Park's 42 publications, 13 are free, distributed through controlled circulation—a mail category for free papers that carry at least 25 percent editorial content, among other requirements. "They've been a standard part of the Park arsenal," he adds.

When Park buys a daily newspaper that does not already publish a free-circulation publication, it will start one for full-market coverage, Fink notes.

Another group active in the free-circulation field is Harte-Hanks Communications Inc., which in 1979 derived 13.9 percent of its operating revenues from "consumer publications." They consist of four shoppers—three "Pennysavers" printed on newsprint, and one tabloid—which by the end of 1979 reached more than 1.8 million Southern California homes each week in the form of 157 zoned editions.

But not everyone is taking the plunge.

"I don't have any faith in the validity of unpaid circulation," says Joseph Shorr, circulation manager of The Woonsocket (R.I.) Call and Evening Reporter. "I stand behind the sale of my paper. People buy it because they want it. And they read it because they like it."

Moreover, newspapers which do crank up a free-circulation paper have been known to abandon it. The Aiken (S.C.) Standard started a free paper in 1978

based on "straight-out profit motivation," explains President and Business Manager Samuel C. Cothran. "We thought we'd be able to achieve a higher coverage and be able to convince our advertisers of that, but it didn't catch on."

The Standard's case is not unusual, for the world of the throwaways is a "highly volatile" one, NAB's Kinsolving says. "Many go under in a very short period of time," although many might just as quickly start up.

Documentation of free papers' failure rates, like the sheer number of them, is "very, very hard to establish," observes South Lakes Publishers' Branen. "Right now I don't find as many disappearing as I find appearing in some areas."

Short of suspending publication altogether, some publishers of free papers have curtailed the number of areas targeted for distribution, Branen says.

Such adjustments in distribution are accomplished easily, as "the vast majority (of free papers published by the paids) are carrier-delivered in one form or another," Harry E. Coggins of The Greenville (S.C.) News and Greenville Piedmont found in a recent alternative-distribution survey for ICMA. Those carriers usually are the same ones who deliver the paid publication, he says.

Some shoppers and free papers are mailed, a technique particularly useful in rural areas where hand delivery is expensive. The free papers can be sent third-class or, if they qualify, by controlled circulation.

Third class is more expensive but is the only mail classification by which an all-advertising paper may be mailed in bulk.

Controlled circulation is cheaper but requires, among other things, that the papers consist of at least 24 pages and carry no more than 75 percent advertising in all issues.

Second class is cheapest of all mail categories for newspapers and provides best service. But it is available only to publications which are at least 50-percent paid circulation and which carry no more than an average of 75-percent advertising.

Methods of distribution of free papers are the root of much criticism. Critics say that because the product is free, readers aren't liable to complain if they don't

receive a copy, and deliverers are prone to making throwaways live up to their names, albeit prematurely, in a creek or a ditch.

"That does happen. We find it occasionally," says Paul Tracy, managing director of Certified Audit of Circulations in Leonia, N.J., a firm that audits primarily independent, free-circulation papers.

Tracy says that in 1979, CAC audited a total of 17 million free copies and found that 86 percent were delivered as publishers claimed; the rest were unaccounted for.

Tracy notes that "we're also finding that more and more people are looking forward to getting these papers" for yard-sale ads, listings of local events and the like. In many markets, Tracy asks rhetorically, "Where else can they get that information?"

The degree of readership of free papers was explored in a 1978 study by the Newspaper Advertising Bureau. It indicated that:

- Fifty-seven percent of all adults in the United States live in communities that have free papers, with 46 percent reporting that such publications are delivered regularly to their homes.
- Fifty-nine percent of "all adults aware that free papers are distributed in their communities" had read or "looked at one" in the seven days preceding the survey.
- Thirty-four percent of U.S. adults read one or more free papers in the course of seven days; the same proportion was found to read a paid weekly.

The study also noted that the demographics of people who report access to free papers indicate that "distribution is above average in upscale residential areas."

Readership claims are subject to more than usual skepticism, however, because free papers produced by paid publications for the most part do not have audited circulations.

Newspapers of various sizes hike

Newspapers of all sizes produce and distribute free publications in an effort to boost penetration either in all their markets or in selected areas.

Some examples are:

- Newsday (p.m., circulation 497,759), which every Thursday distributes free to all non-subscribers in its circulation zone a "Weekly Special." Circulation Director Vincent C. Bordash says the free publication, which resembles the tabloid daily, consists of pick-up advertising from Newsday and timeless, feature-type editorial material allowing the paper to be printed in an outside plant at a convenient time.

All 320,000 copies of the customarily 48-page free weekly (which can grow to 60 to 98 pages, Bordash says) are delivered through Newsday's network of 9,800 carriers. Bordash explains that his staff makes sure the free paper is delivered to all homes through a system in which circulation on all routes is checked every three weeks.

- The Courier-Journal (a.m., 191,738) and The Louisville (Ky.) Times (p.m., 153,407), which distribute the free "Indiana Weekly" in neighboring Indiana counties where penetration of the paid dailies is less than 50 percent. Vice President and General Manager Maurice Buchart says circulation of the 16-page free paper, which runs fresh feature material, is about 35,000, compared to the paid daily's 25,000 circulation in the Indiana counties.

As a result, many advertisers and publishers see a need for marketing verification. And the Audit Bureau of Circulations is considering a proposal to change its bylaws to provide auditing services for existing members' free publications.

It is a highly controversial matter.

Advocates, particularly advertisers and ad agencies, claim that independent verification is "essential to intelligent media planning and buying," according to an ABC "white paper" that lists pros and cons of the proposal.

Opponents argue that the change would damage the "intrinsic value" of ABC's "prestige, expertise and symbols." ABC is expected to consider the issue at its annual meeting in November.

The ANPA Circulation Committee last November recommended that the Association oppose the plan; the ANPA Board of Directors has not addressed the issue.

NAAP also is experiencing division among its membership because of swelling daily involvement in the shopper field. NAAP was established for companies which derive at least 60 percent of their income from free-circulation publications, just as ANPA-member newspapers must have at least 70-percent-paid circulation.

But NAAP membership recently was opened to all free papers regardless of parent company sources of income. Many NAAP members—probably more than half, says John F. Ball, owner of a free-circulation paper in Arcanum, Ohio—object to the new policy.

"I don't want to sit in the same room with people who have been trying to put me out of business for years and who are there (in NAAP) only to get information about some of the things we've done to protect ourselves," Ball explains.

He and some others insist that dailies have taken unfair competitive steps despite what many daily newspaper executives consider to be stringent federal antitrust rules against dirty play.

"Antitrust laws require the paid newspaper that owns a free paper to compete fairly with the other free publication," ANPA staff attorney L. Peyton Hendricks says.

Experts agree that a newspaper should consult with appropriate legal counsel before starting a free paper. Among sensitive issues courts examine is whether a daily newspaper excessively subsidizes its free product after a reasonable time and whether it imposes requirements such as accepting ads only for both publications, instead of for one or the other.

One newspaper company that found itself the target of an antitrust suit filed by a competing shopper was Daily Reflector Inc. of Greenville, N.C., publisher of The Daily Reflector plus a shopper.

The daily set "advertising rates which we considered less than competitive," says Carl V. Venters of Raleigh, N.C., former head of the Advocate, the independent shopper that brought the lawsuit but soon after folded. "It was a classic example of how the daily can outdo a shopper or free-circulation newspaper," he adds.

The charges were unfounded, says Daily Reflector President and Editor David J. Whichard II.

A U.S. District Court judge granted summary judgment for Daily Reflector Inc. in 1973, but the 4th U.S. Circuit Court of Appeals—the highest court yet to hear a shopper case—reversed the lower court decision and remanded the case to

penetration with free publications

Indiana Weekly is distributed Wednesday evening and Thursday morning primarily by the Courier-Journal and Times' existing carrier force, Buchart notes.

- The Post (a.m., 83,383) and Evening Times (30,613) of West Palm Beach, Fla, which in 1978 began The South Shopping Bee and The North Shopping Bee covering 85 percent of Palm Beach County. Advertising Director J. Larry Sartory says the twin shoppers contain all advertising except for a food article on half of the front page. He adds that those publications, owned by Cox Enterprises Inc., compete with 34 other shoppers and paid newspapers in their circulation areas.
- The Daily Camera (p.m., 26,385) in Boulder, Colo., which seven years ago inaugurated Review, a tabloid delivered free to nonsubscribers every Thursday. J. Edward Murray, president and publisher of The Daily Camera, a Knight-Ridder newspaper, says Review has been revamped editorially several times and now boasts a 40- to 45-percent newshole filled with news and feature material from the daily.
- The Beatrice (Neb.) Daily Sun (p.m.,11,003), which three years ago began distributing by mail every Tuesday its free Sunland. The publication, usually four to eight broadsheet pages, "is making money, which is something just short of phenomenal considering how marginal it was in the beginning," says Managing Editor R.J. Marvin. He notes that a shopper existing when Sunland began has since folded.

trial. The case subsequently was settled out of court. Venters says his firm received $25,000, most of which went for legal fees.

Other legal tangles can lie in local ordinances, particularly those on littering. Such pitfalls are avoidable, however, as most executives involved with shoppers will attest.

H. Ross Torgerson, circulation director of The Times-News in Twin Falls, Idaho, for example, says his company's delivery crews go back the day after distributing the company's free paper and pick up stray copies.

"Also, if anyone calls and asks that it not be delivered, we take their name off our list," says Publisher John C. Gardner of The Southern Illinoisan of Carbondale and its free paper, Addition.

As such issues demand less attention and free papers continue to build what many daily executives call "legitimacy," newspapers' increased involvement in the field is sure to continue, at least for the immediate future, many publishers say.

"I think they have a bright future," says Harold R. "Tip" Lifvendahl, executive vice president and general manager of the Chicago Tribune, which on Aug. 15 purchased Pennysaver Publications Inc., publisher of a weekly seven-zone shopper reaching 155,000 households in the southwest suburbs of Chicago. Shoppers "are on the upswing. They have had a very low profile. Now their profile is accelerating, and I think they will become more in the limelight."

Branen sees an even brighter future, predicting that in time many existing paid-circulation newspapers will eliminate subscription charges. "It's getting harder and harder to collect those dollars each month from your subscriber," he explains. "I won't be pushing for it (elimination of subscription fees), but I'll be ready for it when it comes." □

Former shopper, now a daily, swings full circle

While many daily newspapers have been known to start free-circulation publications to enhance market penetration, there are only a few instances in which free publications evolved into paid newspapers.

One of the most colorful examples is the Valley News in Van Nuys, Calif. which was born in 1911 as a weekly shopper.

The Tribune Co. of Chicago bought the Valley News in 1973, by which time it was a four-day-per-week publication known informally as the "Green Sheet" (because of the color of paper on which it was printed). It carried an abundance of advertising, lots of local news and a "voluntary" price of 10 cents a copy or $1.50 per month. About 50,000 of the paper's then-278,000 copies were paid.

Valley News

Strike threatens water

Huenemo-based ships in Indian Ocean

Cost of lift-fitted buses for handicapped told

Two years later, the Tribune Co. began a transformation that included phasing in mandatory paid circulation "to provide another revenue base," explains J. Scott Schmidt, Valley News president and general manager. The shift was coupled with a broad program to improve the newspaper overall, including a move to seven-days-a-week publication that took place in September 1979, Schmidt adds.

The Valley News, which today is printed on regular newsprint (with a green stripe down the front page) now has about 107,000 daily subscribers who pay $1.25 per week or 25 cents for single daily copies and 50 cents for the Sunday edition. Paid circulation is growing, Valley News officials say. Meanwhile, unpaid circulation is being phased out and is now down to 96,000.

The drawing card for paying customers is local coverage of the San Fernando Valley, which distinguishes the Valley News from its chief competitors, the morning Los Angeles Times and the afternoon Los Angeles Herald Examiner.

"If you're the kind of reader who wants to know what's going on in the nation and the world, then you're going to buy the Los Angeles Times," explains Vance L. Stickell, vice president/sales of the Times. "But if you only want to know what's going on in the San Fernando Valley, you might want to buy the Valley News."

When asked how the Valley News has affected the Times, Stickell replies, "I imagine free-distribution newspapers probably hurt paid newspapers in any market."

But Valley News Circulation Director Thomas G. Osborn says "There's a place for both newspapers, and there always will be. . . . They're the metro and we're the suburban newspaper."

(The Times Sept. 17 started a weekly, free-circulation broadsheet paper called The Best of The Times to be test-distributed for 12 weeks to 124,000 households in another part of metropolitan Los Angeles—the East San Gabriel Valley. Gordon Phillips, The Times' director of promotion and public relations, says the intent is to offer advertisers 94-percent market saturation—a substantial improvement over the newspaper's present 30-percent penetration—as well as to attract new local advertisers and subscribers.)

While the Valley News beats its competitors in San Fernando Valley penetration, it achieves far less than market saturation. So, along with heavy promotional efforts to build circulation, the daily newspaper has started—what else?—a weekly shopper. "We reach slightly over half of our marketplace" with the shopper mailed third class, says President and General Manager Schmidt. "Our goal is to cover all of the marketplace." □

Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the May edition of presstime.*)*

Freedom of the press

Open courtrooms: ANPA Sept. 16 submitted comments on Justice Department proposed guidelines which "strictly limit the occasions upon which (federal) government lawyers may ask for, or consent to, the closing of trials or other judicial proceedings." (See story, p. 14.) The action follows the July 2 U.S. Supreme Court decision in *Richmond Newspapers v. Virginia* in which the court ruled that criminal trials must be open to the press and public unless there is an "overriding interest" compelling closure. The Supreme Court this term will review *Chandler v. Florida*, involving two police officers who appealed burglary convictions claiming their right to a fair trial was violated because a Florida judge allowed live television coverage of their trial. (See story, p. 15.)

Free press-fair trial guidelines: ANPA continues to work with legal and judicial groups on proper balancing of the First and Sixth Amendments. While the ANPA/ABA Task Force is a focal point for this work, ANPA in May commented on a draft report for revising free press-fair trial guidelines of the Judicial Conference and on recommendations drafted by the American Bar Association's Criminal Justice Section Committee on trial problems in high publicity cases.

Newsroom searches: House action Sept. 22 virtually assures enactment of legislation protecting the media from surprise police searches. (See story, p. 16.)

Freedom of information: Sen. Sasser (D-Tenn.), chairman of the Governmental Operations Subcommittee on Intergovernmental Relations, conducted hearings Aug. 19 on whether there should be uniform procedures for all government agencies in complying with Freedom of Information Act requests. Sasser is expected to introduce legislation next year aimed at codifying the numerous, specialized exemptions to FOIA being passed by Congress, often with little debate. At the state level, the National Conference of Commissioners on Uniform State Laws approved a model uniform code on privacy and freedom of information [presstime, Sept. 1980, p. 21].

Intelligence: Both houses of Congress are moving toward floor action on legislation (HR 5615, S 2216) that would make it a crime to publish names of covert CIA or FBI agents working abroad [presstime, Sept. 1980, p. 22]. ANPA has contacted the appropriate committees questioning the constitutionality of the disclosure provisions of the bills that would affect the press, while recognizing the legitimate need to protect intelligence operations. Initially, both House and Senate intelligence committees approved the bills. Next they went to the judiciary committees. The House Judiciary Committee approved HR 5615 Sept. 3 but reversed a previous subcommittee decision that would have removed the press from coverage by limiting it to those with past or present authorized access to classified information. In approving its version Sept. 17, the Senate Judiciary Committee adopted an amendment by Sen. Kennedy (D-Mass.) exempting disclosure of information that is part of "news reporting of intelligence failures or abuses" or other activities protected by the First Amendment.

Criminal code: Congress appeared near completion of its 10-year effort to revise and recodify the federal criminal code, but recent objections to the legislation by Sens. Helms (R-N.C.) and McClure (R-Idaho) may complicate matters. For the first time, the judiciary committees of both houses have approved the legislation [presstime, Aug. 1980, p. 15]. Senate floor action is expected to precede House floor action.

Business

Communications Act: The House Commerce Committee July 31 approved HR 6121, controversial legislation to deregulate telecommunications common carriers. The bill was amended in committee to bar AT&T from controlling the content of home-computer information and advertising. Passage in this Congress, however, appears very unlikely. (See story, p. 23.)

Media ownership: Under special rules requiring a two-thirds vote for passage, the House Sept. 23 rejected HR 6228, a bill which would (1) preclude the FCC, in a comparative license renewal hearing, from considering common ownership of other media by the licensee; and (2) write into law the existing FCC ban on future newspaper/broadcast cross-ownership in the same market [presstime, Aug. 1980, p. 15]. The bill could be brought up again under the normal majority rule. ANPA supported the license renewal provisions but opposed codification of the cross-ownership rules. In the Senate, provisions of the Communications Act revision bill would authorize the FCC to enact regulations concerning the ownership of cable television systems by other media. A series of recent U.S. Supreme Court decisions has left in doubt the authority of the commission to enact ownership regulations affecting newspapers. A regulatory commission in Connecticut has ruled that Times Mirror Co.'s acquisition of The Hartford Courant requires divestiture of Times Mirror's cable operation there or the newspaper [presstime, Aug. 1980, p. 21]. Efforts to overturn a Minnesota regulation bar-

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ring co-located newspaper/cable cross-ownership have spawned opposition. (See story, p. 17.)

Newspaper Preservation Act: U.S. Attorney General Civiletti Sept. 2 indicated he may be ready to approve joint operation of the Chattanooga News-Free Press and The Chattanooga Times to the extent that those operations have not already been joined. His Antitrust Division Sept. 24 gave him a list of which operations have been joined and which have not [presstime, Aug. 1980, p. 16]. Meanwhile, the Justice Department has requested data from all newspapers functioning under joint operation agreements [presstime, Sept. 1980, p. 9].

Government loans to newspapers: Responding to a committee invitation, ANPA Aug. 8 suggested to the Senate Select Committee on Small Business that legislation to allow Small Business Administration loans to newspapers not be enacted now while the SBA revises its "opinion molder" policy [presstime, Sept. 1980, p. 21].

Wage and price: The second program year of President Carter's voluntary inflation control program ended Sept. 30, and issuance of new wage-price standards for the third year has been postponed until Jan. 1, 1981. Although there has been political speculation that Carter might drop his program in this election year, Council on Wage and Price Stability Chairman Kahn has said he expects a third-year program.

Transportation: The House Sept. 9 passed the Rail Act of 1980 which reduces regulation of the railroads. A similar bill was passed by the Senate in April [presstime, May 1980, p. 62]. The measure now goes to a House-Senate conference. The Motor Carrier Act of 1980, bringing some deregulation to the trucking industry, was signed into law July 1 [presstime, Aug. 1980, p. 49].

Libel: There are at least seven libel cases involving newspapers awaiting action by the U.S. Supreme Court. (See story, p. 14.)

Energy

Gasoline rationing: President Carter's gasoline rationing plan, containing a long-sought priority for "newspaper distribution," is now on standby status [presstime, Sept. 1980, p. 9]. Newspapers should assure data are being kept not only on company-owned vehicles, but also on those owned by employees and independent contractors. (See story, p. 13.) . . . Final regulations implementing a proposal to relax the federal mandatory building temperature restrictions have not yet been issued [presstime, July 1980, p. 22].

Bulk purchase allocations: ANPA Aug. 19 urged the Energy Department to extend the "newspaper distribution" priority to its gasoline allocation regulations. This promises to be an issue in the Congress next year because authorization for this program expires September 1981.

Taxes

Estate taxes: The newspaper Tax Law Action Group Aug. 15 wrote the Senate Democrat Task Force on the Economy urging attention to federal estate tax laws which sometimes force the sale of independent, family-owned businesses [presstime, Sept. 1980, p. 22]. The task force is expected to finish its recommended legislation early this month. The Senate Finance Committee met Sept. 16 but declined to add any estate tax provisions to the tax cut bill it approved Aug. 21.

Foreign convention deductions: The Treasury Department has endorsed legislation to replace existing restrictions on tax deductions for attending foreign conventions with a "reasonableness" standard that would differentiate between business and personal motives in attending foreign meetings. Additionally, the bill—HR 7566, sponsored by Rep. Rostenkowski (D-Ill.)—would treat conventions in Canada, Mexico and Bermuda as domestic conventions for tax purposes. This is a position ANPA has advocated for several years. The current restrictions were responsible for ANPA cancelling plans to hold its 1978 Annual Convention in Montreal.

Labor and personnel

Multiemployer pension plans: The Congress Sept. 19 sent to the White House for President Carter's signature legislation to modify the treatment of multiemployer pension funds under the Employee Retirement Income Security Act. Some of the nation's multiemployer union funds are facing insolvency due to demographic factors and a general reduction in younger-aged employee groups which make up the contribution base for most pension plans. While this syndrome eventually may affect newspapers' traditional union funds, none are believed to be in current financial difficulty. Key provisions of the legislation include: a penalty for employers who withdraw from a pension fund in danger of being unable to meet its vested benefit obligations; a tax deduction for employer payments; and exemptions for employers whose obligations to a plan, as determined by a complex actuarial formula, would be less than a certain amount, e.g., $25,000.

OSHA reform: S 2153, a bill to exempt businesses with good safety records from routine OSHA inspections, remains stalled in the Senate Labor Committee [presstime, July 1980, p. 23].

Machinery lockout procedures: OSHA June 17 issued advance notice of a proposed rulemaking for safety standards on lockout procedures for power-driven machinery. ANPA Legal Department and Research Institute personnel met with OSHA officials Aug. 12 to discuss possible ramifications for pressroom and mailroom operations. ANPA requested a time extension in which to file comments with the agency before a procedure is proposed.

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OSHA cancer program: Legal challenges to OSHA's cancer control policy have been brought in federal appellate courts. The cases are still in procedural stages [presstime, April, p. 15]. OSHA Aug. 12 published a list of chemicals it regards as suspected carcinogens subject to possible future regulation. Researchers at ANPA/RI have concluded that none is involved in newspaper production processes.

Lead regulations: The U.S. Court of Appeals, District of Columbia Circuit, upheld OSHA's standard on employee exposure to lead in an Aug. 5 decision in *United Steelworkers v. Marshall*. The court also ruled that it was feasible for newspapers (as part of the printing industry) to comply with the new standard within one year.

Employment and safety: ANPA in July opposed OSHA's proposed regulations to allow safety inspectors to obtain ex parte search warrants. ANPA noted its general opposition to warrants directed against newspapers, and especially to those issued without notice and opportunity to be heard. OSHA has not yet issued a final rule [presstime, Aug. 1980, p. 16].

Independent contractors: Chances appear dim for passage this year of legislation to revise Internal Revenue Service treatment of traditional independent contractor arrangements [presstime, May 1980, p. 22].

Postal

"51%" rule: The U.S. Postal Service in August notified at least 13 newspapers that they each owed USPS as much as $107,000 for allegedly violating the rule that more than 50 percent of any preprinted supplement be distributed in a second-class publication, and not by any other means, in order for the supplement to be considered "germane" to the newspaper in which it is mailed [presstime, Sept. 1980, p. 10].

Newspaper treatment: The USPS Board of Governors July 2 approved a surcharge effective June 1, 1981, to be paid in addition to regular mail rates for expedited "newspaper treatment" of second-class mail. Dow Jones & Co. Inc. is appealing the surcharge, and ANPA is an intervenor in the case [presstime, Sept. 1980, p. 10].

Rate proposal: USPS April 21 recommended to the Postal Rate Commission rate changes for all classes of mail [presstime, June 1980, p. 13]. The PRC has until February to issue a recommended decision on the rate package, which means changes will not become effective until early 1981. ANPA is an intervenor in the proceeding.

Electronic mail: The USPS Board of Governors Aug. 15 approved electronic delivery of mail by the Postal Service, although actual service still faces major court battles. In approving electronic computer originated mail (ECOM), the board also filed suit in the U.S. Court of Appeals, D.C. Circuit, questioning a Postal Rate Commission decision that ECOM be implemented only on an experimental basis. The system would allow business mailers to send communications electronically to a post office in the city of destination where it would be printed in letter form and then delivered.

Six-day service: Threats that one day of regular mail delivery might be eliminated this year appear to be subsiding, but a final decision on congressional appropriations at a level to assure continued six-day service has yet to be made [presstime, Sept. 1980, p. 10].

Advertising

Volume advertising discounts: Substantial progress reportedly has been made toward settlement of a Federal Trade Commission action against the Los Angeles Times challenging the newspaper's volume discounts for retail display advertising. FTC Judge James B. Timony Sept. 2 set a new deadline of Oct. 2 for a settlement agreement. Neither he nor the newspaper has revealed details of the progress, but Timony postponed his earlier settlement deadline of Aug. 27. Reportedly, a draft settlement has been sent from the FTC's Los Angeles regional office, where negotiations have been continuing, to FTC headquarters in Washington for review. If settlement is not reached, Timony will set a trial date [presstime, Aug. 1980, p. 28].

Fair housing: The Department of Housing and Urban Development Aug. 26 reissued in regulation form what had peviously been its guidelines for fair housing advertising. (See story, p. 12.)

Lottery: Both House and Senate versions of the federal criminal code bill contain provisions which would allow advertising of certain charitable and nonprofit lotteries. Current postal laws prohibit mailing of ads for a lottery except within a state which has a state conducted lottery.

Alcoholic beverages: Revised regulations on advertising beer, wine and liquor are expected to be issued this month by the Treasury Department's Bureau of Alcohol, Tobacco and Firearms. The bureau proposed regulations in November 1978 and received some 9,000 comments.

Food: The FTC May 22 gave preliminary approval to a trade regulation rule requiring disclosure of specific information in food advertising [presstime, July 1980, p. 37]. Comments are due Nov. 1.

International

UNESCO: International communications issues will be prominent at the 21st UNESCO General Conference which began Sept. 23 in Belgrade, Yugoslavia. (See story, p. 24.) □

Fair housing ad guides re-issued as regulations

By Margaret Genovese
presstime staff writer

Over the objections of ANPA, the U.S. Department of Housing and Urban Development has revised and issued as regulations what previously had served as guidelines for fair housing advertising. The rules took effect Sept. 22.

According to HUD, the regulations are intended to supply "criteria for use by advertising media in determining whether to accept and publish advertising regarding sales or rental transactions." HUD also will use the criteria "in making determinations to resolve complaints alleging discrimination in advertising."

ANPA had opposed strengthening the guidelines. In comments to HUD last November, ANPA Executive Vice President and General Manager Jerry W. Friedheim said such action would take the government "a step closer to a position of dictating the advertising content of newspapers—a position which unavoidably raises critical constitutional questions." It would be an "unnecessary expansion" of federal regulatory activity, Friedheim said, because the guidelines, compiled in 1972, "are well-known to publishers, their advertising departments and advertisers [presstime, Dec. 1979, p. 23]."

HUD said it issued the regulations to "attain better enforcement" and to "assure consistency in obtaining compliance" with Title VIII of the Civil Rights Act of 1968, which prohibits discrimination in advertising of housing on the basis of race, color, religion, sex or national origin.

In publishing its final rule in the Aug. 26 Federal Register, HUD made note of comments opposing both the change in status of the guidelines and specific provisions as "potential infringements on First Amendment rights."

Its intent, the department said, was to "produce a rule which represents a balance between . . . identification of practices which might be viewed as violations of Title VIII and . . . the limitations which the First Amendment may impose on mandatory restrictions relating to the publication of advertising."

The Civil Rights Act gives HUD no real enforcement power over Title VIII, acknowledges Ellen Stern, special assistant to the general deputy assistant secretary for fair housing. "All the assistant secretary can do is investigate and conciliate. If the respondent does not wish to conciliate, there is nothing more for HUD to do." However, complainants can, and are encouraged to, bring suit in court to settle the complaint, she adds.

Legislation to provide an administrative procedure for adjudication of such complaints is moving in Congress.

A brief section-by-section analysis of the regulations follows:

Section 109.20 provides examples of words and phrases that should be avoided in residential real estate advertising in order to "eliminate their discriminatory effect." Subsections refer to: words describing a dwelling, landlord or tenant; words indicating race, color, religion, sex or national origin; symbols or logotypes; colloquialisms; directions to real estate for sale or rent; and area descriptions.

HUD made one change from the guidelines in this section—the provision dealing with words that imply housing is available to persons of only one sex and not the other. Language was added stating that the regulation is not meant to restrict advertising of dormitory facilities by educational institutions. ANPA had referred to this in its comments.

To other ANPA complaints that the language was vague, phrases not defined and examples not all-inclusive, HUD replied that an "attempt to be all-inclusive would be counterproductive." Instead of providing comprehensive lists, HUD said it decided to give "illustrations of phrases and conduct which will be given substantial weight in investigations."

Regulations provide that on ads half-page or larger, logo should be this size (2" wide).

Section 109.25 gives examples of instances where "selective use" of advertising media or content can "lead to discriminatory results," including selective geographic advertisements, selective use of the equal opportunity slogan or logo and selective use of human models when conducting an advertising campaign.

One example HUD gave of selected geographic advertising which "may be discriminatory" is "advertising in particular geographic coverage (zoned) editions of major metropolitan newspapers or in newspapers of limited circulation which are mainly advertising vehicles for reaching a particular segment of the community."

ANPA had argued in its comments that "a decision on placement of newspaper advertising content properly rests with the publisher and the advertiser. The free press protection of the First Amendment clearly includes a newspaper's right to accept or reject advertising."

The Association also pointed out "a key result of placing advertising in selected editions is that the reader is guaranteed information of particular local importance. Advertisers are attracted to zoned advertising in part because they can afford to place their advertisements in zoned publications while economically they may not be able to 'buy the whole city.' "

HUD said it "recognizes these legiti-

mate concerns and that under certain circumstances zoned editions may be permissible." However, it continued, it will consider that a violation of the law has occurred when an advertiser decides how to advertise based on discrimination as to the persons who receive and do not receive a publication. It did not make any revision to the section as proposed.

Section 109.30 provides examples of fair housing policies and practices that HUD said it will consider as evidence of compliance with Title VIII.

They include: use of the "equal housing opportunity" logotype, statement or slogan; use of human models that demonstrate that the housing is open to all; statement of coverage of local fair housing or human rights ordinance in addition to the equal housing statement; and notification of fair housing policy, including a publisher's notice at the beginning of the real estate advertising section.

ANPA had protested that a regulation on the use of the equal housing logotype "infringes on the commercial speech rights of both advertisers and publishers." It also said the proposed rule in this section suffered from "excessive vagueness."

HUD acknowledged it received "numerous comments indicating lack of clarity" in this section, and it made some adjustments. It deleted a provision that suggested the "equal housing opportunity" logo should be the same size as any commercial logo in the ads.

Instead, the regulations suggest that for ads a half page or larger, the logo should be two inches by two inches; for an eighth of a page to a half page, one inch by one inch; and for four-column-inch ads to an eighth of a page, a half inch by a half inch. HUD made no distinction between broadsheet and tabloid pages.

In advertisements less than four column inches, HUD said the slogan "equal housing opportunity" should be used. It also said these smaller ads may be grouped with others under a caption stating the housing is available to all without regard to race, color, religion, sex or national origin.

Copies of the regulations may be obtained from the ANPA Legal or Government Affairs departments at The Newspaper Center, Reston, Va. □

Keep gasoline use records now in case rationing is ordered

ANPA Manager/Government Affairs Martin Casey strongly advises publishers to assure records are being kept now that will enable their newspapers to apply for priority and supplemental ration rights under the federal standby gasoline rationing plan [presstime, Sept. 1980, p. 9].

Although supplies currently are plentiful, rationing "remains a very real possibility," Casey says. If rationing is implemented, distribution of rationing allotments for priority uses, including newspaper distribution, will be based on past consumption.

Distribution is the only newspaper activity covered under the priority classification. Casey says newspapers should keep records not only for company-owned vehicles, but also for other vehicles used in distribution and owned by employees or independent contractors.

In addition, newspapers would be eligible for supplemental rationing allotments, based on historic use, for other activities such as newsgathering and advertising sales. Therefore, Casey says, newspapers should keep separate records of gasoline used for these activities.

"The Energy Department will not set the base period for which historic consumption will need to be shown before it implements the plan," Casey says. "A newspaper's future ability to obtain priority and supplemental ration rights may depend upon how well gasoline consumption records are being kept now." □

Rule on health records to take effect

Under Occupational Safety and Health Administration regulations on employee access to medical records [presstime, June 1980, p. 10], employers who maintain such records must by Oct. 21 inform employees exposed to "toxic substances or harmful physical agents" where the records are kept, who keeps them and how employees can obtain them.

After that date, new employees must be informed and all employees reminded of the regulations at least annually, the rule states.

As defined in the regulations, "toxic substances or harmful physical agents" can include everything from a virus to noise. Specifically, the term includes any "chemical substance, biological agent, or physical stress" which either:

1) is regulated as a health hazard by federal law;

2) is listed in the latest NIOSH (National Institute for Occupational Safety and Health) Registry of Toxic Effects of Chemical Substances;

3) has tested positive as a health hazard in tests known to the employer; or

4) has a material safety data sheet available to the employer indicating that the material may pose a health hazard.

The OSHA standard does not require employers who do not keep medical records to start doing so. □

AT&T asks permission to end 'Telpak' rate

AT&T has asked the Federal Communications Commission for permission to discontinue its private-line, bulk-rate discount service, "Telpak," effective Dec. 21. After that date, the same service would be available, but at higher rates.

It is expected this will be opposed by some major users of the service, which include the federal government, the airline industry and news wire services.

AT&T first proposed terminating the discount service in March 1977. At that time, ANPA and other press parties unsuccessfully petitioned the FCC to reject the proposal. However, in July 1977, the U.S. Court of Appeals, District of Columbia Circuit, ordered the service continued while it reviewed the FCC's decision to allow the termination to go forward. This June, the court ruled AT&T could request FCC permission to terminate the service. □

Supreme Court asked to review 10 media cases

By L. Peyton Hendricks

The U.S. Supreme Court has been asked to review 10 media-related cases when it convenes Oct. 6 for its 1980-81 term. All are in the realm of free press-fair trial or libel.

But the justices so far have agreed to hear only one case, a challenge to Florida court rules that permit cameras in the courtrooms.

That case, *Chandler v. Florida* [presstime, June 1980, p. 11], is an appeal by a former Dade County policeman convicted of robbery whose trial was televised despite his protests. He claims the coverage violated his Sixth and 14th Amendment rights.

A state appellate court had affirmed Chandler's conviction, and the Florida Supreme Court refused to hear his appeal.

Other free press-fair trial cases awaiting a decision on certiorari are:

- *Globe Newspaper Co. v. Superior Court*, in which the Boston publishing company seeks reversal of a local court's decision to bar the press from a rape trial. The Massachusetts Supreme Judicial Court affirmed the ruling.
- *U.S. v. Powers*, in which a defendant challenges a U.S. District Court ruling that his trial closure was not warranted. The district judge in Iowa held that a closed proceeding was not required by the U.S. Supreme Court's decision in *Gannett v. DePasquale* [presstime, Aug. 1980, p. 10].

Cases involving libel law are:

- *Lorain Journal v. Milkovich*, which addresses the extent to which a reporter may disregard formal findings of a judicial body without being subjected to charges of publishing defamatory material with actual malice.
- *American Broadcasting Co. v. Vegod Corp.*, which addresses the extent to which the First Amendment protects libelous statements about corporate entities. ABC is challenging the California Supreme Court that said criticism of commercial conduct does not warrant protection of the "actual malice" test from *New York Times Co. v. Sullivan*. The state court also held that a corporate defendant need not prove actual malice regardless of whether the defendant is considered a public figure under libel law.
- *Waldbaum v. Fairchild Publications Inc.*, which also has overtones for business reporting. This case would require the Supreme Court to decide circumstances in which a top business executive becomes a public figure.
- *Weingarten v. Block*, in which a former Monterey, Calif., municipal attorney challenges a California appeals court ruling in favor of the Monterey Peninsula Herald. The attorney, who was discharged by the city council but continued to serve as local counsel for a redevelopment agency, faults a court ruling that he was both a public official and public figure.
- *Akins v. Altus Newspapers Inc.*, which raises several complex trial-procedure issues. The case is an appeal from the Oklahoma Supreme Court of a libel suit brought by a police officer.
- *Raymer v. Doubleday*, which asks the Supreme Court to consider, among other things, whether the "public official" test may be applied to allegedly defamatory statements which have nothing to do with a public official's fitness for public office or performance of public duties.
- *Yiamouiyiannis v. Consumers Union*, in which a libel plaintiff challenges a 2nd U.S. Circuit Court of Appeals' ruling that he was a public figure on the basis of his involvement in a controversy over fluoridation. At issue is the effect of a reporter's sources denying the accuracy of statements in the reporter's article. □

Hendricks is an ANPA staff attorney.

ANPA urges Justice Dept. to strengthen guidelines limiting courtroom closures

The Department of Justice has proposed guidelines limiting the occasions when government lawyers may ask for or consent to the closing of trials and other judicial proceedings [presstime, April 1980, p. 12].

But ANPA, in comments filed Sept. 16, urged that government attorneys be permitted only to *consent* to closings under limited circumstances—not to *propose* closure.

The Justice Department guidelines would apply to all federal trials, pretrial evidentiary hearings, plea proceedings and sentencings.

The guidelines contain a six-part test to satisfy requirements for a government attorney's instigating or consenting to a closed proceeding. They are:

- That "no reasonable alternative exists for protecting the interests at stake"
- That "closure is clearly likely to prevent the harm" intended to be avoided
- That "the degree of closure is minimized to the greatest extent possible"
- That "the public is given adequate notice of the proposed closure, and the motion for closure is made on the record"
- That transcripts of closed proceedings will be unsealed as soon as the reasons for closure no longer apply
- That failure to close proceedings will produce "a substantial likelihood" of denying a fair trial, of "imminent danger to the safety of parties, witnesses or other persons" or of seriously jeopardizing ongoing investigations.

ANPA asked that the "substantial 'likelihood" provision be changed to the stricter Supreme Court test of "clear and present danger."

The Association questioned the need for closure when an investigation could be jeopardized, saying such a situation could be served better by a postponement of proceedings.

ANPA also noted that the guidelines do not take into account what the Association feels is the only possible justification for a closure: protecting the Sixth Amendment rights of the accused to a fair proceeding.

ANPA requested that when all six tests are met, the attorney general—not a designee—be required to approve all government-attorney agreements to closure. □

SDX chapter urges media blackout on effort to get cameras in court

The Washington, D.C., chapter of the Society of Professional Journalists, Sigma Delta Chi, raised eyebrows in September by urging Washington-area media not to publicize its efforts to gain the right to use cameras in D.C. courtrooms.

The issue, outlined in minutes of an SDX meeting dated Sept. 3, received no publicity until Sept. 15, when The Washington Post broke the story.

Betsy Ashton, reporter for WJLA-TV in Washington, chairman of the SDX Subcommittee for Cameras in the Court and author of the minutes, defended the action. "First of all, we didn't think there was any story," she explained. "Nothing had happened. They (the judiciary) hadn't decided anything."

SDX members also believed publicity might have put unwanted pressure on a judge to decide in favor of allowing cameras in the courtrooms, Ashton added.

She criticized the tone of the Post's story, saying it was written "like we were covering something up, and that's absurd."

What impact the disclosure might have on the final determination of the issue is anybody's guess, she said. □

Court briefs

A federal district court in New York has ruled that Standard Metals Corp. failed to show that Oklahoma Publishing Co. President Edward L. Gaylord and others violated federal **disclosure requirements** in an attempt to take over the mining firm [presstime, July 1980, p. 25]. Standard has appealed Judge Constance Baker Motley's denial of preliminary injunctions it had sought in the case.

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Fearing that an unfavorable decision might be broadened, The Denver Post has decided against appealing an April 14 Colorado Supreme Court decision that **reporters have no constitutional privilege** to refuse to testify or produce subpoenaed documents relating to the possible commission of a crime [presstime, May 1980, p. 25]. In a related development, the person whose information Post reporter Howard Pankratz had pledged to protect revealed that information in a Denver court.

•••

The Idaho Supreme Court Sept. 4 overturned a $1.9-million **libel** judgment against The Times-News of Twin Falls in a case brought by an insurance company which alleged that Times-News articles questioning its financial status hurt business.

The case was remanded to state district court. That court ruled in 1978 against the newspaper because it refused to identify sources on which the 1975 and 1976 stories were based.

The Supreme Court said, however, that Sierra Life Insurance Co. had not shown that the sources were relevant to proving Sierra's case. The District Court "erroneously . . . entered a default judgment," the higher court held.

•••

U.S. District Judge Santiago Campos in the next six or eight months will schedule resumption of proceedings to determine how Gannett Co. Inc. will return **ownership of The New Mexican** of Santa Fe to former owner Robert McKinney [presstime, Sept. 1980, p. 12].

A preliminary phase of the process was conducted in early September, when Campos set forth the general timetable for this next phase of the case.

Campos also took the opportunity to give Gannett Chairman and President Allen H. Neuharth a tongue-lashing from the bench for what Campos called "unmatchable arrogance" and "utter irresponsibility" for remarks Neuharth made in reaction to the judge's June 30 ruling. Neuharth had called it "an outrageous decision based on politics and provincialism." He was not in the courtroom when Campos delivered his diatribe. □

Bolger OKs incentives for expanded ZIPs

U.S. Postmaster General William F. Bolger has given his "unqualified yes" for incentives to promote voluntary use of the expanded ZIP Code that will be phased in beginning in February.

Bolger, speaking at National Postal Forum XIV held Sept. 7-10 in Washington, added that "I cannot tell you exactly what the incentives will be. That would be premature and misleading. However, I can say that it is my intention that the incentives should be as extensive as can be justified by our costs."

Incentives must be formulated and approved as are new rates—through a proposal to be filed with the independent Postal Rate Commission in March, said Edward McCaffrey, assistant postmaster general for rates and classification.

The expanded ZIP Code will consist of the current five-digit code plus a hyphen and four additional digits. Its purpose is to increase mail service efficiency and hold down future rate increases, postal officials say [presstime, April 1980, p. 19]. Use will be voluntary, at least initially.

While newspapers and other businesses have not openly opposed the longer code, many remain unsure about it. Such questions as how to change mailing lists and how much the conversion would cost remain unanswered.

Salvatore D. Gennaro, director of the Postal Service's Office of the Expanded ZIP Code, assured major mailers in a separate Postal Forum session that representatives will soon contact them to explain technicalities of the new system.

Also at the forum, which drew approximately 3,500 postal workers and business mailers from across the country:

- McCaffrey said a decision from the Postal Rate Commission may be forthcoming March 1 on the proposed lowering of scheduled phased-rate increases for second-class, in-county mail [presstime, June 1980, p. 13].
- In response to a question by ANPA Postal Committee Vice Chairman Loring

W. Britton, McCaffrey said that there are "still a number of things to be ironed out" prior to implementation of "red tag" charges next June [presstime, Sept. 1980, p. 10].

Britton, periodical distribution and postal services manager of The Christian Science Monitor, asked how the Postal Service would decide priority between publications buying the expedited service but only meeting "minimal" presorting requirements and those not buying red tag service but presorting extensively.

"In most cases, they're going to be receiving the same type of service they have in the past," McCaffrey said of the latter group. Postmasters won't be instructed to "delay" those publications, but "all things being equal, the red tag service would be handled first," he said. □

New rules set on use of mailboxes

The U.S. Postal Service will confiscate "mailable matter not bearing postage" which it finds in private mailboxes and will return the material to the sender or receiver only if postage is paid.

The plan, contained in a USPS final rule published in the Aug. 22 Federal Register, took effect Sept. 21. It applies to newspapers which private carriers deposit in homeowners' mail boxes or hang from hooks attached to the boxes.

Regulations forbidding use of letter boxes by private carriers have been in effect for years, but the recent rule change is intended to establish uniform procedures for enforcement—a concept endorsed by ANPA.

"In the past there have been different administrative practices in different locations because of varying interpretations of current regulations," USPS Associate General Counsel W. Allen Sanders said in the official notice. "This change is intended to solve those problems by establishing more detailed instructions."

Postal officials will apply the more expensive, second-class "transient" rate for newspapers it finds in mailboxes. That rate is 10 cents for the first two ounces or fraction of an ounce and 6 cents for each additional ounce or fraction. □

Search bill nears enactment

Enactment of legislation to protect the news media from surprise police searches appeared certain at press time when the House Sept. 22 joined the Senate in approving legislation.

Only slight differences remained to be reconciled by a conference committee between the House bill, HR 3486, and S 1790, which the Senate approved Aug. 4 [presstime, Sept. 1980, p. 20].

Basically, both bills would require police at all levels of government to use the subpoena process to obtain materials from members of the press not suspected of the crime being investigated, rather than searching for and seizing the materials using a search warrant. Subpoenas, generally, are more specific in nature and may be contested in court before compliance.

The administration has supported legislation providing anti-search protection only to the press. ANPA urged expanding the bill to protect all non-suspects. □

Discussing estate taxes are (from left) Sen. Nelson, TLAG's Low and Small.

Small to head newspaper tax law panel

At its Sept. 22-23 meeting, the Tax Law Action Group named Len R. (Rob) Small to succeed K. Prescott Low as chairman of the newspaper business panel that seeks changes in federal estate tax laws.

Low, publisher of The Patriot Ledger in Quincy, Mass., stepped down from the position at the meeting, citing his increased responsibilities as new chairman of the ANPA Government Affairs Committee.

Small, editor and publisher of The Daily Dispatch in Moline, Ill., has been a member of TLAG since its formation last year and also served as a member of the ANPA Tax Law Task Force, TLAG's predecessor.

At the meeting in Washington, the group also met with Sen. Gaylord Nelson (D-Wis.), chairman of the Senate Select Committee on Small Business.

Nelson is the author of S 2967, which would increase from $175,000 to $500,000 the amount of property that may be inherited tax-free. The bill was the subject of a hearing Aug. 4 by a subcommittee of the Senate Finance Committee at which TLAG member John M. Lavine testified [presstime, Sept. 1980, p. 22].

The group briefly discussed plans for the ANPA seminar on estate planning to be held Nov. 12-13 in Philadelphia.

TLAG is composed of personnel from newspapers that are members of ANPA, the National Newspaper Association, Suburban Newspapers of America, the National Newspaper Publishers Association and several regional and state press associations. □

Ga., Idaho media search cases continue to boil

New developments in two recent cases involving media searches by police include the indictment of one newsman for allegedly aiding in a prison escape in one case and the surrender of key videotapes in the other [presstime, Sept. 1980, p. 20].

Albany (Ga.) Herald State Editor Charles Postell and his wife were indicted by a grand jury and charged with attempting to aid in an escape.

Arraignment tentatively has been set for the third week in October.

Postell, who has written extensively on death row inmates, had his house searched twice by agents of the Georgia Bureau of Investigation in July after he informed officials of the escape of four convicted murderers from the Georgia State Prison.

The searches were ruled illegal Aug. 20 by U.S. District Court Judge Wilbur Owens. But the judge refused to order the return of several letters from inmates to the Postells; the letters had been seized in the search.

Postell and the Herald had filed a civil suit against GBI officials. The suit has been dropped "temporarily," according to Herald Executive Editor James H. Gray Jr., but will be refiled after the criminal case against Postell is resolved.

The indictment, handed down Aug. 27 by a Tattnall County grand jury, is not tied specifically to the July 28 escape. It charges that Mrs. Postell purchased 10 hacksaw blades and sent them to the aunt of one of the inmates who escaped. The prisoner's relative was indicted along with the Postells. The hacksaw blades, allegedly sent to the four prisoners who escaped, were intercepted by prison officials before reaching the inmates.

Meanwhile, in Boise, Idaho, where KBCI-TV filed suit over a search-by-warrant of the station July 26, the original videotapes that were the object of the search have been turned over to state District Court Judge Robert Rowett to be sealed until the case is resolved.

The station took the action to protect the tapes from disclosure during the legal discovery procedure. Ada County Prosecuting Attorney James C. Harris contends that the tapes, made during a riot at the Idaho State Penitentiary, are necessary to his investigation of the uprising.

Even though copies of the tapes were seized by authorities during the search, Harris fears those duplicate tapes were edited. Thus, he sought the originals.

According to the station's lawyer, William J. Russell, the tapes were turned over to the court voluntarily after he and the station's news director were served with subpoenas to give depositions in the case and ordered to bring the tapes with them. □

Effort to repeal newspaper/CATV ban 'running into trouble' in Minnesota

The Minnesota Newspaper Association's attempt to repeal a state regulation barring newspapers from owning cable television systems in their own markets is "running into trouble," according to MNA Manager Robert Shaw.

Among those testifying against the rule change at a Sept. 12 hearing before the state's Cable Communications Board was a representative of the Neighborhood Press Association, made up of approximately 38 neighborhood or community free-distribution newspapers in the Minneapolis-St. Paul area. That organization voted unanimously to oppose rescission of the regulation.

Neighborhood Press Association representative Barry Casselman, publisher of Many Corners and a member of MNA, said he expressed concern to the state board "that there not be a concentration of media ownership in large market areas, that there be an availability of a variety of media choices and that there be no mechanism created that would prevent alternative newspapers and other media from existing in a community.

"On the other hand," he added, "I expressed a sympathy for the plight of the small rural newspapers," and would support a provision which "would allow small rural newspapers in small rural communities to possibly own cable franchises."

Another hearing has been set for Oct. 17.

MNA had testified in favor of rescinding the rule on June 13 [presstime, July 1980, p. 27] and again on Aug. 8. Manager Shaw anticipates that an MNA representative also will appear at the October hearing. "I think we are going to have to rebut this," he said. "All we want to do is not to be foreclosed from sharing in new technology in our own market area." Shaw, who earlier expressed confidence that the regulation would be overturned, now says, "I'm not so confident." □

Student editor refuses to give up photos

The editor of The Daily Texan, the University of Texas daily student newspaper, was jailed two hours and fined $100 for contempt of court after refusing to turn over unpublished photographs and negatives of a Jan. 31 campus demonstration by Middle Eastern students.

Mark D. McKinnon said he refused to comply with a prosecutor's subpoenas because he saw "no compelling need" for the court to have those materials and because similar evidence was available from numerous other sources.

The contempt citation was filed Sept. 2 in Travis County District Court, Austin.

The final outcome of the 25-year-old McKinnon's case is pending. He is free on $1,000 bond.

McKinnon told presstime the issue could flare this month, however, when materials may be subpoenaed again in continued trial proceedings over the demonstration. But he vowed not to relinquish the film and photos.

Originally, subpoenas had been issued last spring against McKinnon's predecessor. Responsibility for determining whether to comply fell on McKinnon's shoulders when he became editor in June. □

Transmissions by satellite: wire news tomorrow, ads in

By Margaret Genovese
presstime staff writer

"There is nothing magic about a satellite. It provides a telecommunications path which, for all intents and purposes, performs exactly as a circuit provided by a landline or microwave system would. The big difference is cost and simplicity."

There is something out-of-this-world going on at The Tulsa (Okla.) Daily World these days. The 121,000-circulation daily is being outfitted to receive news from outer space.

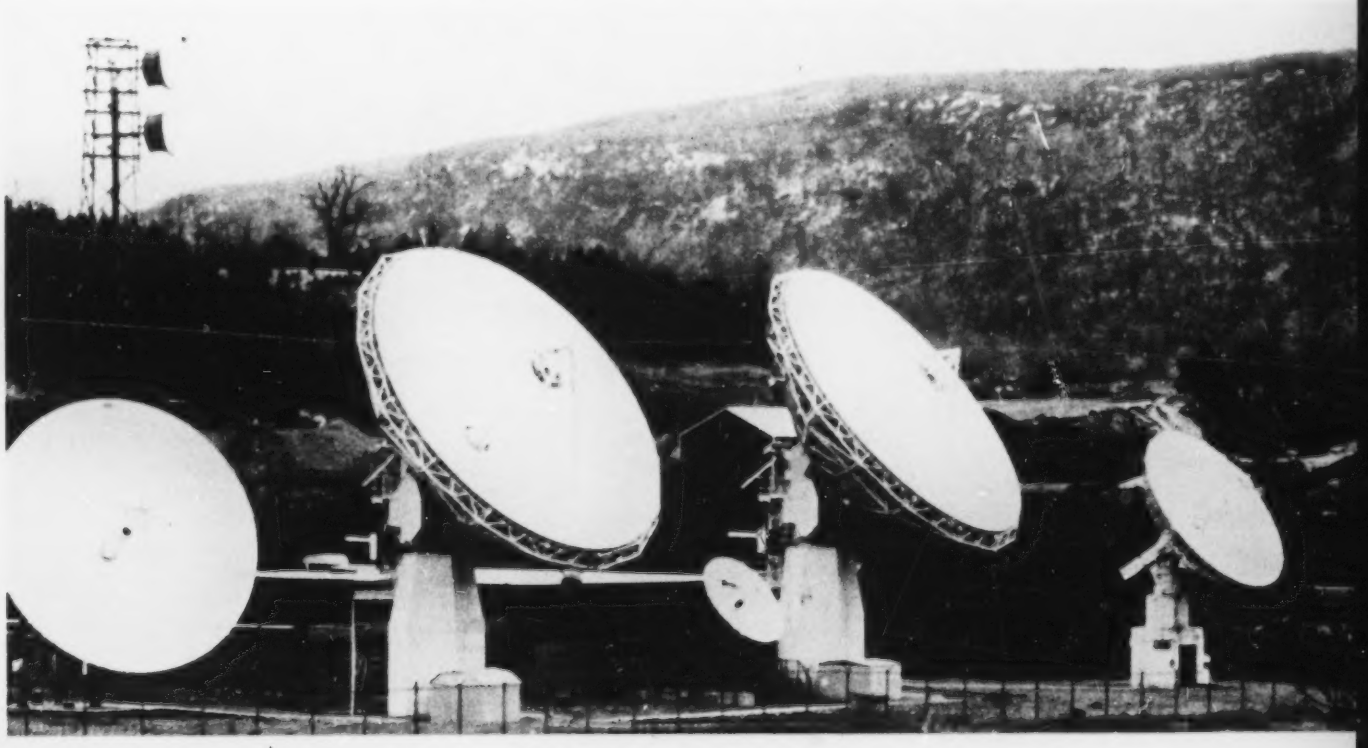
In early June, seven tons of structural steel were hoisted on to the roof of the newspaper's plant. It was erected in such a way as to form a brace—strong enough to withstand a 100-mile-an-hour wind—for a satellite receiving dish. Later that month, the 10-foot-wide "dish," or parabolic antenna, was shipped to the roof by elevator in four sections, each weighing 100 pounds. After the apparatus was put together, electronic components were added.

At dozens of other newspapers, receiving dishes, like the inverted mushroom caps they resemble, have sprung up seemingly overnight. At hundreds more, plans are being made for their installation.

It's all part of programs being initiated by the Associated Press and United Press International to control escalating communications expenses by abandoning some of the costly and sometimes balky landlines they use to distribute news in favor of a more cost-effective and reputedly more reliable means of delivery

This is the third in a series of presstime reports on the evolving, electronic, information-transfer technology—and its implications for newspapers.

From 30-foot antennas in Glenwood, N.J. (below), wire service signals will be beamed via satellite to dishes like the 10-footer atop The Tulsa (Okla.) Daily World plant (right).

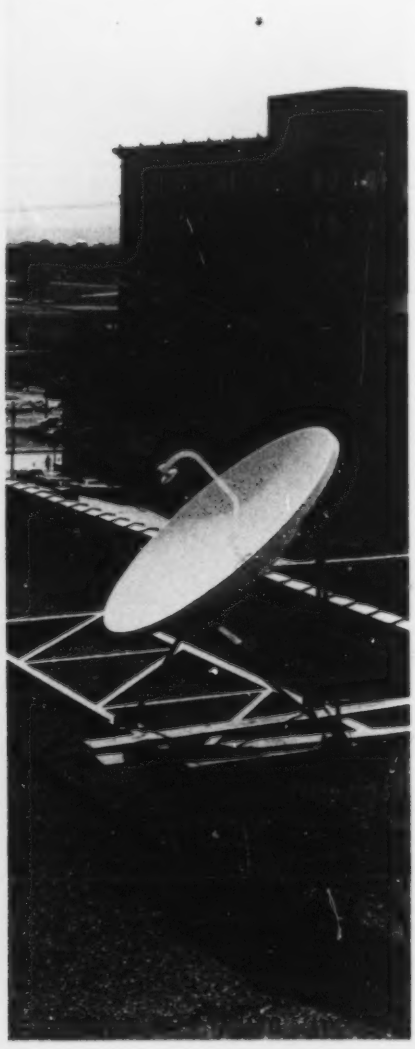


pages today, the future

—via satellite.

While the satellite age for newspapers is just now dawning, man-made satellites have been orbiting the earth for 23 years this month, since the Soviet Union launched Sputnik I on Oct. 4, 1957.

Satellites revolutionized the cable television industry in 1975 when first-run movies were beamed to cable systems. Today, Ted Turner's Cable News Network provides an around-the-clock, satellite-fed diet of news to 381 cable systems. The Public Broadcasting Service transmits programming via satellite to noncommercial television stations around the country. Satellites are beginning to be used to distribute radio material by networks such as Mutual and RKO. And signals bearing magazine facsimile pages, including full color photographs, also are whizzing through space.



ANPA, individual newspapers and the wire services have been considering the possible newspaper uses of satellites almost since the day Sputnik I began encircling the globe. (At the 1963 ANPA Production Management Conference, AP and UPI demonstrated the transmission of copy from London and Rio de Janeiro to the United States via the experimental Relay Satellite. And Dow Jones & Co. Inc. has been using a satellite for the past five years to beam full-page facsimiles of The Wall Street Journal to remote printing plants.)

But it has been in just the past year that developments in the newspaper/satellite arena have accelerated, thanks in large part to the Oct. 18, 1979, decision of the Federal Communications Commission to make licensing of receive-only antennas optional, a position ANPA urged during an FCC inquiry into the matter last year [presstime, Nov. 1979, p. 53].

The sheer logistics and cost of having to go through the licensing procedure would have made establishment of a system to deliver news and other information to the nation's newspapers a very difficult and expensive project, explains Donald H. Till, communications director for The Washington Post and a longtime participant in newspaper/satellite discussions.

Estimates of the cost of complying with the three-step FCC licensing procedure —aimed at ensuring that antennas are placed so they will not be interfered with by land-based microwave facilities on the same broadcast frequency—range from $1,200 to $3,000 per site, almost as much as some small dish antennas.

Upon the FCC's vote, Commission Chairman Charles D. Ferris noted that "with the hundreds of thousands of stations necessary to distribute a national newswire system to the nation's newspapers and broadcast stations, it might make better economic sense to move those few which receive interference than to pay hundreds of thousands of dollars" to license them.

(Till chuckles that the FCC's move was not entirely altruistic but was "partially self-protection. . . . There is no way the FCC could have processed the number of applications involved within a reasonable time frame," he says.)

The Satellite Test Task Force composed of representatives of ANPA, AP and UPI noted in its final report this year that concern over "achieving a regulatory climate consistent with First Amendment guarantees of a free press unlicensed by government . . . virtually disappeared" with the FCC decision [presstime, April 1980, p. 21].

Completing a two-year study of the economic, technical, legal and regulatory aspects of delivering information to newspapers by satellite, the task force also recommended that decisions by the wire services to use the same satellite (or satellites) be accepted by the newspaper business "with appreciation."

Clearly, such cooperation is desirable so that newspapers need not dot their premises with antennas, each pointed in the direction of a different satellite. Although antennas are beginning to become available that can receive signals from more than one satellite, a conventional receiving antenna can be linked to only one satellite at a time.

Till notes that despite the satellite-sharing agreement, the question remains whether one newspaper/satellite system eventually will evolve, or two, or several.

Beyond that, Till and others say a key to the acceptance of satellite communications by the newspaper business is a de-romanticizing of the technology. Says Till, "There is nothing magic about a satellite. It provides a telecommunications path which, for all intents and purposes, performs exactly as a circuit provided by a landline or microwave system would. The big difference is cost and simplicity."

The wire services are banking on big savings:

- UPI Vice President for Systems Development James F. Darr believes the

company's annual $11.2 million AT&T bill can be reduced by "at least $8 million" when its proposed, 3,700-site system is operational—by mid-1983, according to schedule. UPI intends to offer a full range of service at the outset. "Our intention is to eliminate as many of the terrestrial links as possible to maximize our communications savings," he says.

• AP, on the other hand, intends to concentrate first on areas where its high-speed data services are transmitted because, according to Vice President and Director of Communications David Bowen, that will cut the news cooperative's more than $10 million AT&T bill "the most and the quickest." AP figures it will save $1.5 million in 1981 and an additional $2 million in 1982 as its planned 900-station system grows.

But wire service customers should expect no immediate reduction in their rates.

According to H. Ed Staats, AP's general executive for newspaper membership, "The money that is saved would simply allow us to perhaps moderate the assessment increases that have been passed onto the membership in the recent years of high inflation."

Donald J. Brydon, vice president and general sales manager for UPI, adds, "The purpose of our satellite program is to reduce reliance on AT&T landlines, and in that regard the establishment of our own communications system will stabilize our communications costs in future years." But, he notes, "for the immediate future, as we launch this program, we will be forced to continue with our existing AT&T facilities, so there will be a duplication of communication costs for a period."

What members/subscribers can expect, they say, is more reliable, garble-free transmissions because there are fewer relay points in a satellite system than in a terrestrial one, thus fewer opportunities for snafus to develop.

In addition to cost benefits and transmission quality matters, some of the questions being asked the wire services by newspapers are these:

• Will the antenna rust? No, although the frames or braces are metal, the antennas themselves are made of fiberglass, plastic or aluminum, depending on which company's dish is installed.

• Can we paint our newspaper's logo on it? Sure.

• Will snow and ice have any effect on transmission reception? No, unless the antenna is covered up by snow or completely encrusted with ice; ice can be removed by tapping the dishes.

What *will* interfere with reception are terrestrial, point-to-point, microwave transmissions and buildings that obscure the antenna's clear view of Westar III, the Western Union satellite AP and UPI will share. (See accompanying story.) Both wire services have established technical procedures whereby the question of interference can be resolved. Without licensing, however, there is no guarantee against future interference. As one FCC official puts it, "Don't come to us and complain."

Although the federal government no longer requires that antennas be licensed, there may be municipal government regulations to contend with. According to AP's Bowen, in at least two cities, Chicago and Los Angeles, antenna installation has been held up by local paperwork.

As newspapers grapple with these and other start-up problems, some key players continue to explore the next phase of the satellite program: delivery of advertising.

The facsimile advertising project—"SAT-FAX" for short—was organized at last June's ANPA Production Management Conference [presstime, July 1980, p. 44]. It is designed to test the feasibility of distributing national advertising by satellite. (See story, p. 23.)

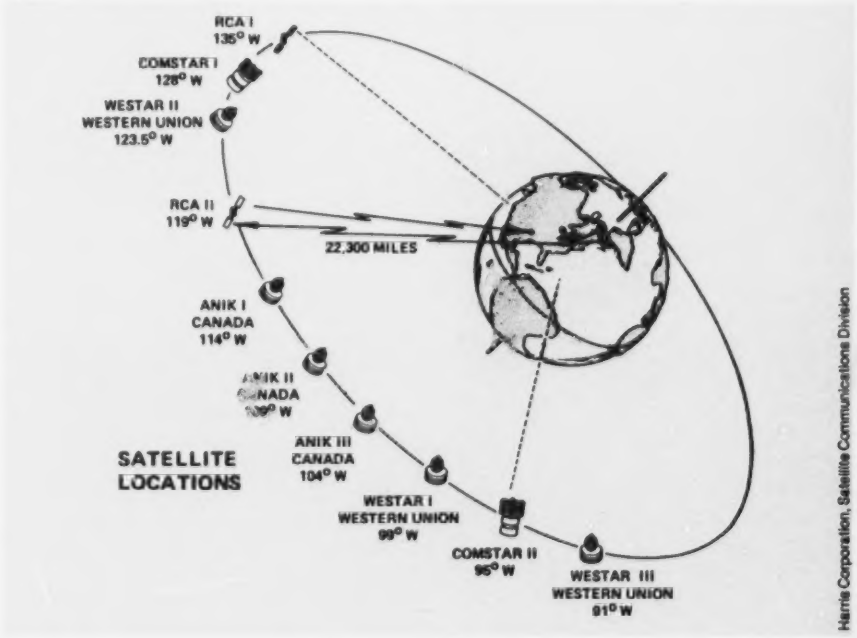
According to the head of the SAT-FAX Project Management Group, Charles H. Everill, using a satellite to distribute national advertising has several advantages:

• Speed. It would be faster than conventional mail delivery and would allow advertisers to implement special promotions quickly.

• Cost. It would be cheaper, relieving advertisers of the necessity of reproducing multiple copies of "slicks" for multiple newspapers.

• Efficiency. It would be simpler, allowing for the implementation of the "one order/one bill" system that Everill says "the newspaper industry has wanted for so long."

The project involves testing the technology to ensure that the 10-foot antennas being installed at newspapers in the wire services' satellite programs will yield adequate quality, and developing a low-cost facsimile receiver.



Everill, senior vice president/marketing of Harte-Hanks Communications Inc., believes it could take from 26 to 30 months for the testing to be completed once it is begun.

Television, however, has gotten a jump on newspapers in satellite distribution of advertising.

On Oct. 1, Blairsat Inc. was scheduled to begin distributing television commercials via satellite to stations in the top 50 markets outside of New York City.

According to Jack Bray, president of the New York-based firm, commercials will be delivered to stations that have agreed to become "Blairsat Tape Centers." For a fee, those stations will duplicate the commercials and distribute them to other stations in the area.

The recognized pioneer in the newspaper/satellite field, of course, is Dow Jones, parent company of The Wall Street Journal. Vice President and General Manager William Dunn says using a satellite to transmit facsimile pages of the Journal to printing plants scattered around the country "wasn't something we did out of some special desire to be first." Rather, like the wire services, "there was tremendous cost pressure on us."

Prior to the use of satellites, the national business daily was using microwave link and airplanes to get pages and copies to printing and distribution points around the country.

Its first two ground stations, linking its Chicopee, Mass., composing plant to an Orlando, Fla., printing plant, cost Dow Jones $622,000 and were paid for in 30 months through savings of transportation and communications costs, Dunn says. The pattern has repeated itself with every new ground station that has been purchased, he says.

Dunn also has reassuring words on the reliability of satellite communications. Although violent weather has sparked some temporary interruption in service, and lightning once caused some damage to equipment at the Orlando plant, "on the whole, the reliability of that kind of system has been much greater" than sending newspapers by airplane.

On Aug. 18, The New York Times became the second U.S. newspaper to use facsimile transmission when it began sending pages to a Chicago printing plant for production of its new Midwestern edition. (See story, p. 38.) According to Leonard R. Harris, director of corporate relations for the Times, the goal is not to create a national newspaper but to make service "cheaper and faster."

Similarly, The Globe and Mail of Toronto later this month is scheduled to begin page-facsimile transmission to satellite-linked printing plants in Calgary and Montreal. Publisher A. R. McGarry says otherwise, "We cannot get the newspaper across the length and breadth of this country . . . on time."

Overseas, the International Herald Tribune recently began transmitting facsimile pages from its Paris headquarters to Hong Kong for an edition printed there.

What other satellite applications may be in newspapers' future? Consider these:

- Intra-company communications. According to Dow Jones' Dunn, his company is beginning to revamp its satellite operations and eventually plans to link a total of 17 locations by satellite. Not only will composing plants have links to printing plants, but each of the 17 facilities will be interconnected with telephone communication, data transmission and video-conferencing potentially available.
- Links to cable data services. Four companies (A. H. Belo Corp., publisher of The Dallas Morning News; Sammons Communications Inc., a cable television company; Merrill Lynch & Co.; and Dow Jones) are involved in an experimental videotex service over cable television in a Dallas suburb [presstime, June 1980, p. 18]. Initially, landlines will link the system to the Dow Jones data base in Princeton, N.J., but this will be replaced by a satellite link.
- Direct-to-home broadcast. For newspapers that have no need to communicate with far-flung corporate arms or to deliver the contents of their data bases across a continent, satellite communications may yet hold promise beyond receipt of news and advertising.

Kathleen Criner, ANPA director of telecommunications affairs, points out that by using direct-to-home satellite technology, national or local newspapers could beam information directly to subscribers. "When coupled with 'intelligent' (computer-equipped) home terminals, information could be broadcast in off-peak hours and stored in the subscriber's terminal. Thus, a 'newspaper' with information on pre-selected topics would be available to the viewer the first thing in the morning."

In Canada, it's already happening: A pilot, direct-to-home project got underway in September.

In the United States, Comsat, a government-established satellite operator, wants to offer a subscription-type television service directly to homes. Consumers would mount a 3-foot antenna on their roofs to receive programming.

After being courted and then spurned by Sears Roebuck and Co., Comsat is currently "talking to potential partners," according to a Comsat spokesman. By the end of the year, Comsat is expected to file an application with the FCC to provide this kind of service.

The FCC scheduled a special meeting Sept. 30 on direct-to-home satellite service. It followed release of an FCC special staff report last spring that predicted "millions of people throughout the world will likely be receiving substantial television service directly from satellite transmitters within a decade."

Clouding the "blue sky" theorizing about the possible future uses of communications satellites is the realization that, in a seeming contradiction in terms, space is finite.

In order for a communications satellite to remain in position to relay messages to only one part of the earth, it must be in synchronous or "geostationary" orbit. This is available only at an altitude of 22,300 miles above the equator and only if the satellite's velocity as it moves in space equals the precise speed at which the earth rotates.

According to ANPA's Criner, orbital "parking" slots are limited. "As a result," she says, "larger and more sophisticated satellites will evolve in order to obtain more intensive use of these valuable locations."

The FCC, which is not processing any new satellite applications until it deals with a group of more than 20 that were pending as of May 1 of this year, is concerned about the potential for exhausting space in the geostationary track, according to Ronald J. Lepkowski, chief of the FCC Satellite Radio Branch.

But, he says, how this matter might be

resolved remains up in the air.

There also is concern in the international arena over orbital space. At the World Administrative Radio Conference [presstime, Jan. 1980, p. 10], defeat of attempts by Canada and developing countries to reserve space in the geostationary orbit was seen as a victory for U.S. business interests. Developing countries question whether orbital slots will be available to them when they are ready to launch communications satellites.

Meanwhile, Aviation Week & Space Technology magazine, in its Aug. 18 edition raised another issue—whether we can get enough satellites in the sky to meet demand.

At present, space on existing domestic communications satellites is tight, and the magazine predicted that the expected growth in the U.S. and international market in the 1980s could outrun the National Aeronautical and Space Administration's capacity to place the required number of satellites into orbit.

According to a Western Union spokesman, there no longer is any full-time transponder space available on Westar III, and potential users are queuing up for space on the next two Westars, slated for launch in 1982 and 1983.

The only other existing satellite system available for commercial use, owned by RCA American Communications Inc., was severely squeezed when its latest satellite, Satcom III, disappeared in space shortly after launch last December. That mishap created fallout for UPI, which was to have received slots on Satcom I once its sister satellite was operational. UPI's Darr says, however, that the company has been assured of space when the next RCA satellite is launched and will use it to send up duplicate signals so that newspapers and radio stations not able to receive signals from Westar III can have satellite service. Space on the same satellite should also be available to AP, Darr believes.

There is a third system, owned by Comsat, but it is leased entirely to AT&T and General Telephone and Electronics.

A fourth commercial communications satellite system will be created later this month when a satellite owned by Satellite Business Systems, a joint venture of IBM, Comsat and Aetna Casualty & Surety Co. is launched. An SBS spokesman said it looks upon newspapers as prospective customers. □

An explanation of the AP and UPI systems

In brief, this is how the wire service satellite systems will work:

In the **Associated Press** system, landlines will carry data and audio signals from AP headquarters at 50 Rockefeller Plaza in New York City a half mile to the Gulf and Western Building at the edge of Central Park. There, the signals will be beamed by microwave approximately 25 miles to Glenwood, N.J., where Western Union has what is known in satellite parlance as "uplink" facilities—30-foot antennas pointed in the direction of its Westar III, the satellite both wire services will use.

The signals transmitted by these antennas will be received on one of Westar III's 12 transponders, devices which will amplify and retransmit them to the receiving antennas located on newspaper rooftops and elsewhere.

These dishes must be positioned so as to have a clear line-of-sight to the satellite and be within the satellite's range of coverage. In the case of Westar III, stationed in synchronous orbit 22,300 miles above the earth, this so-called "bird's footprint" encompasses the entire continental United States.

As a general rule, the smaller the receiving antenna, the more powerful the signal required to be used by the satellite. The FCC must approve transmission plans where power exceeds a certain level, and the commission has not yet resolved a complaint filed against Western Union based on its power plans for the transponder on which both wire services will be operating [presstime, June 1980, p. 22]. Temporary operating authority has been granted, however, and both wire services are moving ahead with their programs.

As of mid-September, AP had 46 receiving antennas in place and signed "host agreements" for the location of 285 others. AP is providing the antennas without charge to its members and will retain ownership. Members are responsible for site preparation [presstime, May 1980, p. 8].

AP has reserved two channels on Westar III's transponder No. 1, one for audio and the other for data. The audio channel was turned on in June. The data channel, awaiting equipment installation by Western Union at its facilities, should be operational late this year, AP officials say.

United Press International, also with two channels reserved on the transponder, has a somewhat different plan. One channel will provide data; the other, audio and a national picture service.

The UPI audio channel, like AP's, will be transmitted to the satellite from Western Union's Glenwood earth station. The data channel, however, will originate in Texas—either at Western Union facilities in Cedar Hill or at the new UPI Service Center in Dallas. A cost analysis will determine which, according to James F. Darr, vice president for systems development. UPI began testing its system in September.

UPI is asking its subscribers to purchase the antennas at a cost of $4,665, plus $1,500 for installation. Each subscriber that becomes the first in its community to have a dish will receive a credit of $100 a month on UPI service rates for five years [presstime, May 1980, p. 13]. As of mid-September, more than 100 UPI subscribers had made downpayments on antennas, Darr reports, with production and installation scheduled to begin Jan. 1.

In both systems, members/subscribers (lacking antennas) may be linked to a satellite receiving facility by landline if one is situated nearby.

In September, UPI was continuing to consider whether to accept AP's invitation to join its shared-distribution system, whereby, according to David Bowen, AP vice president and director of communications, transmission costs are equitably distributed.

In any case, officials say, both services—and indeed, any signals from Westar III—will be receivable on the same antenna. Unique electronic components are necessary, however, to unscramble the different signals.

Doubt grows on 1980 passage of deregulation

By C. David Rambo
presstime staff writer

Referral of the telecommunications deregulation bill to the House Judiciary Committee increased doubts that Congress could complete action on the controversial legislation this session.

House Speaker Thomas P. "Tip" O'Neill Jr. (D-Mass.) sent the bill to the Judiciary Committee at the request of Chairman Peter W. Rodino Jr. (D-N.J.), who wanted to examine the bill's implications for a pending Justice Department antitrust suit against AT&T [presstime, Sept. 1980, p. 12].

The Judiciary Committee's Subcommittee on Monopolies and Commercial Law did just that in hearings that ended Sept. 16. However, the full committee was not expected to mark up the bill (HR 6121) before the end of September—with Congress scheduled to adjourn shortly thereafter. A lame-duck session is expected after the Nov. 4 election, however.

Meanwhile, in the Senate, Commerce Committee leaders who had expressed intentions to hold hearings on the Senate version of the bill (S 2827) prior to adjournment had not scheduled them by late September. The counterpart House Commerce Committee completed action on HR 6121 July 31. It was then that Rodino asked O'Neill for a crack at the legislation.

Subsequent testimony before the Judiciary subcommittee revealed sharp division within the Carter administration on the communications bill.

Assistant Attorney General Sanford Litvack said the Justice Department thinks Congress should not modify a 1956 consent decree that prohibits AT&T from offering unregulated, "enhanced" services.

Earlier, Henry Geller, assistant secretary of commerce for communications and information, strongly supported lifting the decree.

Also testifying were:

• Howard J. Trienens, vice president and general counsel of AT&T, who said HR 6121 goes "far beyond what is necessary to meet the objective of preventing cross-subsidy."

He also contended that HR 6121 would impose too many curbs on "so-called electronic Yellow Pages." Such limits would be "manifestly anti-competitive" and would "protect the newspapers against one commercial competitor—the Bell System."

Despite the shortcomings of HR 6121, however, Trienens said that without legislation there will be "continuing uncertainty" in regulatory proceedings and long court battles over administrative orders. "To permit this situation to continue is a great disservice to the nation."

• ANPA, which Sept. 9 reiterated its support of the Wirth Amendment to prohibit AT&T from originating information services on its own facilities.

• The American Society of Newspaper Editors, which said it is "essential that adequate safeguards be established to prevent any telecommunications common carrier from using its monopoly power to dominate the field of information services."

• Federal Communications Commission Chairman Charles D. Ferris, who said his agency "does not yet know" whether subsidiaries would effectively foster competition. □

SAT-FAX Project forms panels to examine marketing, design, finance and law

Three SAT-FAX Project subcommittees have been formed to facilitate development of a test system to study the possible delivery of national advertising to newspapers via satellite.

Established in late August by SAT-FAX Project Management Group Chairman Charles H. Everill of Harte-Hanks Communications Inc., the subcommittees and their chairmen are:

• The Marketing Subcommittee, headed by Charles M. Kinsolving Jr., vice president of marketing/planning for the Newspaper Advertising Bureau

• The Technical and Network Design Subcommittee, co-chaired by Donald Till, director of communications of The Washington Post, and Jules Tewlow, director of special projects of Lee Enterprises Inc.

• The Finance and Legal Subcommittee, led by M. Robert DeLaney, vice president and chief financial officer of the Chicago Tribune and representative of the Institute of Newspaper Controllers and Finance Officers (INCFO).

The SAT-FAX Steering Committee met Sept. 15 and adopted a formal "mission statement" for the project. It reads:

> "To determine and test the market, economic, technical, operational, legal, and regulatory feasibility of an advertising facsimile satellite system designed to improve the attractiveness of U.S. and Canadian newspapers as an advertising medium. As required by the results of this activity, to develop an implementation plan for a SAT-FAX system."

It has not yet been decided which agency or group might oversee commercial use of a system after the tests.

Meanwhile, additional organizations have designated their representatives to SAT-FAX committees [presstime, Aug. 1980, p. 20] as follows:

• *Steering Committee*—Joseph H. Bright, data processing director of Calkins Newspapers in Levittown, Pa., and INCFO president; Edward W. Estlow, president of Scripps-Howard Newspapers and NAB chairman; Leslie D. Gensmer, classified advertising manager of the Minneapolis Star and Tribune and president of the Association of Newspaper Classified Advertising Managers; Frank J. Savino, executive vice president, Bergen Evening Record Corp., Hackensack, N.J., and president of the International Newspaper Advertising Executives; and Lloyd G. Schermer, president of Lee Enterprises and NAB vice chairman.

• *Project Management Group*—DeLaney, INCFO; Kinsolving, NAB; Norman R. Kirk, advertising director of Toronto Star Newspapers Ltd., INAE; and Marvin C. Veal Jr., classified advertising director of The Dallas Morning News, ANCAM. □

M'Bow takes scaled-down program to UNESCO

By Elise Burroughs
presstime staff writer

UNESCO Director-General Amadou-Mahtar M'Bow will propose at the organization's 21st biennial General Conference the development of a communications program concentrating chiefly on "evaluating and satisfying the needs expressed by the UNESCO member states themselves."

M'Bow's plans essentially ignore controversial recommendations of the MacBride Commission, UNESCO's two-year effort to probe communications problems [presstime, June 1980, p. 14].

Although M'Bow described the MacBride Report as "a landmark in the history of communication research," he announced in August he would use it as an advisory document for his proposals rather than present it to the conference for debate. The Belgrade, Yugoslavia, conference began Sept. 23 and is scheduled to conclude Oct. 28.

The MacBride Report was widely criticized as restrictive to free press by ANPA as well as by the World Press Freedom Committee, FIEJ, the International Press Institute, the Inter American Press Association and other journalistic and press organizations around the world.

The director-general also rejected a U.S. State Department suggestion that a separate, broad-based "communications development consultative group" be created [presstime, May 1980, p. 37].

M'Bow's project—called an "International Programme for the Development of Communication"—would include cooperation with other U.N. and international agencies, but UNESCO would remain the prime agency helping individual nations establish their own "communications programs."

A 35-member intergovernmental council would be expected to manage and find funding for M'Bow's program. A UNESCO secretariat with a $1.5 million, three-year budget would provide staff support.

M'Bow released his proposals on international communications development in early September in Paris. They represent a considerable scaling-down of recommendations that emerged last April in Paris at UNESCO's Intergovernmental Conference for Cooperation on Activities, Needs and Programs for Communication Development [presstime, June 1980, p. 14].

State Department's Sarah Goddard Power tells House panel that U.S. delegation to Belgrade conference must be "on guard."

In emphasizing the developmental aspects of his proposed program, M'Bow appears to be trying to sidestep major areas of controversy, Western observers say. Any or all of the traditionally "heated" issues may surface again during debate at the General Conference, however.

Sarah Goddard Power, the State Department's deputy assistant secretary for international organization affairs, told the House Subcommittee on International Operations in mid-September that the U.S. delegation and its advisors must be "wary and on guard" at the conference and for the foreseeable future. "Many areas of dispute are still unsettled," she said.

Because of cuts in the State Department budget for communications development, Power said, continued support by private organizations such as the WPFC will be needed.

WPFC Chairman Harold Andersen of the Omaha (Neb.) World-Herald Co. said he and other committee members will be in Belgrade to monitor the entire General Conference. The debate on M'Bow's communications program is expected to take place Oct. 11-22. □

Two studies refute Third World claims that Western media emphasize bad news

Two recent studies conducted for UNESCO by American researchers dispute Third World claims that the Western media rarely cover news about less-developed nations except when there is a tragedy or other negative situation.

In one study, Indiana University professors David Weaver and G. Cleveland Wilhoit monitored stories carried by the Associated Press and United Press International during 10 days in the spring of 1979. They found about 60 percent of all stories carried on regional wires (primarily serving smaller newspapers) concerned less-developed countries.

The way newspapers around the world use the information carried on the wires varies widely, however, according to the second study—conducted by two University of North Carolina professors.

Robert L. Stevenson and Richard R. Cole found in a survey of 16 countries that "regional proximity is clearly the dominant characteristic of foreign news. It is the immediate region that gets the most attention in foreign news."

Both studies were made at UNESCO's request to the International Association for Mass Communication Research.

world press exchange

WPFC mounts new drive for funds to support its Third World projects

The World Press Freedom Committee, which since 1976 has made 40 grants for communications projects to help Third World countries in Africa, Asia, Latin America and the Caribbean, has issued an appeal for donations.

"We think it important to support the cause of press freedom and to help develop the communications capabilities of any country where our efforts can be effective," explained WPFC Chairman Harold W. Andersen. "Certainly, our newspapers and our readers suffer if opponents of press freedom succeed in cutting off our access to news from developing countries around the world."

Initial response to the committee's latest fund drive nad totaled $175,000 by early September, but "several hundred thousand dollars" are needed to continue WPFC's efforts, he reported.

Contributions, which are tax-deductible, can be sent to Andersen at the Omaha World-Herald Co., World-Herald Square, Omaha, Neb. 68102; or to George Beebe, executive director, WPFC, c/o The Miami Herald, 1 Herald Plaza, Miami, Fla. 33101. □

FIEJ symposium to focus on information explosion

Registration is open for the 8th FIEJ Management and Marketing Symposium Nov. 13-14 in Paris.

Sponsored by FIEJ—the International Federation of Newspaper Publishers—the event will feature four work sessions on the theme, "The Explosion of Information and Communication."

Louis A. Lerner of Lerner Newspapers, Chicago, a former U.S. ambassador to Norway, will present a paper on "The Press—How Others See Us." Also on the program will be Helen K. Copley, chairman and chief executive officer of The Copley Press Inc., who will speak during a session on "Management Systems of the Future" on publishers' marketing responsibilities.

The symposium is designed for newspaper publishers as well as editorial, circulation and marketing executives. Because ANPA is a member of FIEJ, executives of ANPA-member newspapers are eligible to attend.

Registration fee is $405. Reservation forms are available from the ANPA Government Affairs Department at The Newspaper Center, Reston, Va. □

Maribel Bahia, 35, a native of Brazil and former executive manager of the Journalists in Europe program, has been named director of FIEJ, the International Federation of Newspaper Publishers. She succeeds Michel L. de Saint-Pierre, who died last April [presstime, May, 1980, p. 19].

China closes magazines, arrests six editors

Authorities of the People's Republic of China have closed the last unofficial magazine and the last public wallposter area in Peking, according to Peking-based American correspondents.

The action followed the arrests in early September of four Canton editors of independent magazines not sanctioned by the government. Two former editors of the defunct April Fifth Forum, another independent magazine, also were arrested and sentenced to labor camps. One of those editors has committed suicide, according to reports.

After allowing some dissent to surface in 1979, the People's Republic early this year repealed China's constitutional guarantee of free speech [presstime, June 1980, p. 48]. □

Equipment for sale

Two Compugraphic Videosetter II's, serial no. 98.2, purchased 12/23/74; serial no. 105.2, purchased 12/26/74; two extra grids, Bodoni News #2. Two Compugraphic Unisetter composers, purchased 12/74; FACIT punchers, including on line interface. All were Compugraphic maintained.

One Shaffstall Model 60 Receiver, serial no. 149; one Shaffstall Model 20A Reader, serial no. 131, incomplete, suitable for spare parts. One Extell Reperf.

Contact Donald J. Treat, administrative assistant, Fall River Herald News, 207 Pocasset St., Fall River, Mass. 02722; (617) 676-8211.

5,000 pounds more or less, 17 gauge newspaper tie wire contained in 400-450 pound payoff drums; excellent for KW series Signode strapping machine; $31.00 per hundred weight. You pay the freight. Contact C.M. Griner, circulation director, The Press, 1900 Atlantic Ave., Atlantic City, N.J.; (609) 345-1111 ext. 200.

Two PDP8E computers, one has 4K other 8K, each has four RK05 drives, ASR, paper tape readers and punches, plus many extras; four CSI 102 terminals 8K; 10 CSI 104 terminals; one CompuScan Alpha Scanner with BRPE punch and PDP8E interface and additional memory; two Compugraphic Videosetters 12/24 with spare parts and grids; one IDAB NS330 compensating counter stacker with dual delivery; one IDAB 1000 bundle storage keyboard with M200 card reader. All equipment manufacturer maintained and running daily. Contact Howard J. Eichler, production manager, The Herald News, 988 Main Ave., Passaic N.J. 07055; (201) 365-3078.

One CompuScan Model 170 Scanner, serial no. L3238; two CompuScan Scan-Disc for classified; four Harris TXT's; two five disk machines, both equipped with automatic developers, serial nos. 479-480; two dual disc TXT's, serial nos. 257 and 1X; four Harris 1100's, serial nos. 293, 410, 411 and 454. Equipment to be available first quarter 1981; is used in daily production and may be inspected by appointment. Large assortment of type disks and spare parts. Contact Cecil Q. Flowers, The Jackson Sun, 245 West Lafayette, Jackson, Tenn. 38301; (901) 427-3333.

One Compuscan start system includes one 64K central processing unit, nine terminals, one line printer, one BRPE punch; interfaces to two Videosetters and Alpha Scanner. Asking price $40,000 or best offer. Contact Dale Thompson or Bill Cochrane, The Galveston Daily News, P.O. Box 628, Galveston, Texas 77550; (713) 744-3611.

Equipment wanted

Used three-stage paper clamp truck, 3000 or 4000 lb. capacity, for handling newsprint. Contact Gus Lancia or Baje Tomaso, Milford Daily Times, 159 South Main St., Milford, Mass. 01757; (617) 473-1111.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

Editor Percy Qoboza: His golden pen comes to America

By Elise Burroughs
presstime staff writer

The man who was hailed as "a thoughtful, incredibly brave newspaperman" and "a journalist of great courage, integrity and compassion" smiles as he recalls the furor that erupted among his colleagues around the world when his government jailed him in 1977.

"Ah, yes, the Nieman mafia," Percy Qoboza says softly.

Qoboza had just returned to his home in South Africa after a stint as a Nieman Fellow at Harvard when the 1976 Soweto riots broke out. As editor of The World, South Africa's leading black daily newspaper, Qoboza provided the most detailed coverage of the months of violence. His editorials counseled that the only way to end the disturbances was for the white government, at long last, to begin sharing power with the country's black majority.

This moderate stand earned him the enmity of black extremists, who called him an "Uncle Tom," and two arrests by the white government, which viewed him as a dangerous radical.

His first detainment without charges lasted only eight hours; his second, almost six months. Friends and acquaintances from the Nieman program as well as other alarmed journalists wrote column after column protesting his arrest and that of other South African moderates.

While Qoboza was in prison, ANPA protested to the South African government and nominated him for the Golden Pen of Freedom awarded by the FIEJ, the International Federation of Newspaper Publishers.

He and "banned" South African journalist Donald Woods, also nominated for the award by ANPA, were named co-recipients in January 1978 (by which time Woods had escaped from South Africa), and two months later the South African government released Qoboza from prison.

His newspaper remained on the "banned" list, however, so he took over the editorship of another Johannesburg daily, the Post.

Qoboza remained in that position until September, when he came back to the United States as the first "editor in residence" at The Washington Star. From his perspective as one of Africa's foremost journalists, the 41-year-old Qoboza hopes to get a close-up view of the American election year and to "initiate greater debate on Third World issues."

One such issue is the proposed "new world information order," a term the Western press sees as a euphemism for government management of the news. That idea, if not the specific term, is expected to be much in evidence during the world communications debate at the current UNESCO conference in Belgrade, Yugoslavia. (See story, p. 24.)

Qoboza says he has fought for 15 years against tightening press restrictions in South Africa, and he warns that UNESCO Director General Amadou-Mahtar M'Bow's proposal to help developing nations set up individual communications policies "smacks of management of the news."

"You are helping to destroy the credibility and the freedom of the press the moment you allow lily-livered bureaucrats in government to decide what is to be read and what is not to be read," Qoboza declares.

He acknowledges, however, that many of his colleagues in emerging nations do not agree with his belief in a Western-style free press.

"You must remember," he explains, "the press in Africa is in a comparatively young stage of development. By far the majority of the newspapers are state enterprises or the state holds a majority interest in them."

At the same time, Qoboza says that reporting by African-based Western correspondents has been lacking.

"The press equates Africa with a disaster area," Qoboza complains.

He adds: "Not for one moment do I urge we should whitewash ugly aspects of our realities. We must courageously and fearlessly mirror our realities and show a skeptical world that of course we've got problems; but in the process of solving them, people are living here."

Qoboza cited recent press coverage of Zimbabwe Prime Minister Robert Mugabe's visit to Washington as one example of inadequate reporting. Almost all press stories focused on Mugabe's White House reception and speech, he notes, while the overwhelming problems Mugabe faces in his new nation (formerly Rhodesia) received no more than superficial treatment.

"Mugabe is faced with reconstructing an entire country. He has to find jobs and set up rehabilitative schemes for chaps who have been living out in the bush for years. If he does not succeed, Zimbabwe's troubles will reverberate across its frontiers," Qoboza says.

Asked what kind of help African journalists need, Qoboza cites training, resources and new technology; such assistance will help liberate the African press from government control and thus improve the flow of information within that continent.

The price of continued government restrictions on the press and throughout South African society could be bloodshed, Qoboza warns. Young people, including his own five children at home with his wife Anne in Johannesburg, see that only "the barrel of a gun" has brought independence to Angola, Mozambique and Zimbabwe.

"The entire process of violence has been given credibility in the eyes of the young," he says. "It frightens me."

Qoboza put it this way in his first "oped" page column for the Star: "The result of this intransigence on the part of the government (on the matter of apartheid) has had the tragic effect of giving violence the credibility it does not deserve. Those black leaders who still believe in a nonviolent transformation of our society are becoming an extinct species . . .

". . . When the final blow-out hits South Africa—and now it is only a matter of time—then the whole of Southern Africa will be engulfed in the bloodiest of conflicts. This carries with it frightening prospects for the international community. . . . A global solution to apartheid has therefore become urgent." □

Reflecting on 24 years of chasing candidates

By Robert E. Thompson

The sun has not yet ignited the Eastern horizon or illuminated the autumn-hued foliage that shelters the streets of America. The sounds of early morning have just begun to pierce the quiet of the vanishing night.

Robert E. Thompson

In a coldly impersonal hotel lobby, elevator doors open to frame sleepy-eyed reporters bent with the weight of suitcases, typewriters and electronic transmitters. They deposit their luggage with a transportation officer and search for the closest pot of coffee. Soon they will be aboard a bus rumbling toward an airport and then aboard a chartered jet soaring through salmon-tinted skies toward another campaign destination.

It is presidential election time, USA. Where are we going? What will we hear? Who will we see? Will today's story be punctuated with enough drama or controversy to affect the outcome of the campaign or even make the front page or the nightly news?

The questions always are the same. But the answers always are different. That is why a presidential campaign, despite recurring exhaustion and frustration, holds such fascination for reporters. It is a quadrennial ritual that permits the journalist a unique opportunity to use his or her powers of observation and interpretation to help shape the course of our society.

I was first introduced to the ritual nearly a quarter century ago, when the old International News Service assigned me in 1956 to traverse the nation for four weeks with Adlai Stevenson, the Democratic nominee, and then for the next four weeks to trail Richard Nixon, who was carrying the heavy burden of the Republican campaign for President Eisenhower.

At that time, the presidential campaign already was being revolutionized in terms of transportation and communications by the airplane and the television camera. Today, Jimmy Carter, Ronald Reagan and John Anderson can cross the nation in half the time it took Eisenhower and Stevenson—and have their words and deeds televised instantaneously to anywhere in the world.

But changes in transportation and communications have not improved the quality of the campaign or the candidates. Eisenhower and Stevenson were men of sturdy character and rich experience who personally sought to avoid the muck and mire that marked the opening stages of the 1980 campaign. With all the primaries and caucuses that are so costly in terms of time, money and human endurance, we have not improved upon the means of choosing presidential nominees.

Thompson, chief of the Washington Bureau of Hearst Newspapers and former publisher of the Seattle Post-Intelligencer, is a student of presidential campaigns and their coverage by the press.

But there has been improvement in the coverage accorded the presidential campaign by some of our most influential newspapers. In the past two decades, several major publications have abandoned the disingenuous practice of using their news columns and reporters to propagandize in favor of one candidate and one party. That is true progress.

Candidates, of course, always will complain—as the 1980 contenders have —that their words are taken out of context, that minor gaffes are exploded into major mistakes and that they simply are not being treated fairly by the news media.

Some of the complaints are credible. There still are reporters on the campaign circuit who indulge their own political prejudices and those of their publishers. There are others who permit cynicism or elitism to blind them to the warm human interplay that transpires when thousands upon thousands of citizens turn out to see and to cheer the individual who may be President. But the complaints of candidates too often stem from their refusal to accept any story that implies criticism of their performance.

On a bright November morning in 1960, President-elect John F. Kennedy flew by helicopter from Palm Beach to Key Biscayne, Fla., to confer with his defeated foe, Nixon. As reporters covering Kennedy surged about the ocean-front cottage where the two were to meet, Nixon's secretary, Rosemary Wood, spotted the late William Lawrence, who had covered the presidential campaign for The New York Times.

There has been improvement in the coverage accorded the presidential campaign by some of our most influential newspapers. But there still are reporters on the campaign circuit who indulge their own political prejudices and those of their publishers. There are others who permit cynicism or elitism to blind them to the warm human interplay that transpires between citizens and the individual who may be President.

"What are you doing here, you SOB?," she snapped and then strode away before Lawrence, a brusque, bear-like man who seldom was at a loss for words, had a chance to answer. She had made her point. To the Nixon team, Lawrence's coverage had been biased against Nixon.

In recounting the campaign in his book *Six Crises*, Nixon dealt in general terms with what he regarded as prejudiced reporting by journalists who had been entertained lavishly in the Kennedy camp. Yet, in singling out newsmen he regarded as fair, Nixon cited reporters who not only supported his candidacy but of-

Wide World Photos

fered assistance to his campaign. Fairness, quite obviously, is a very subjective matter in a presidential campaign.

Yet it seems to me it is a goal toward which we should strive. Not sterile objectivity, but basic fairness.

During a lull in electioneering toward the end of the 1964 campaign, Barry Goldwater participated in an unusual ceremony in Phoenix that had absolutely nothing to do with the torrid issues of the moment or his challenge to Lyndon Johnson. His mission that evening was to present to the Heard Museum his remarkable collection of Hopi Kachina dolls.

Surrounded by friends in a downtown hotel, Goldwater recalled his lifelong interest in Indian art and his travels among the various tribes of Arizona. His descriptions and his emotions poured out in words that were eloquent because they were totally simple and direct. This was not the strident ideologue of the campaign trail. This was a warmly human, almost gentle, Goldwater that few Americans ever had seen.

When I related that story a few years later to a Women's Club in New Jersey, a white-haired, white-gloved lady rushed up at the end of the speech and chirped, "Oh, thank you, Mr. Thompson. You're the first one who ever made me feel good about voting for Senator Goldwater."

Her words have remained etched in my mind. There was no way that Goldwater in 1964 could have defeated Lyndon Johnson, who, at the zenith of his power, stood like a colossus astride the federal system. But in the process of being awed by the overwhelming figure of Johnson, did we in the news media paint an erroneous portrait of Goldwater? To some degree, we may have. Yet Goldwater was a victim of his own injudicious public declarations, an acrimonious convention whose fervently right-wing delegates raged against Nelson Rockefeller and the news media, and ultimately the successful effort of his myopic managers to isolate him from the press. Through such a maze, there was no way for voters to catch even a fleeting glimpse of the compassionate Goldwater we saw in that brief appearance in Phoenix.

I suspect Hubert Humphrey had legitimate reasons for complaint four years later when television coverage conveyed the impression that he was nominated in a convention dominated by Mayor Daley's "Gestapo" and bathed in the blood of innocent children. While Humphrey tried desperately to raise funds, mend a bitterly fractured Democratic Party, ward off attacks from the Republicans on the right and the anti-war militants on the left and define a Vietnam policy that would put distance between him and Johnson, Nixon breezed along proclaiming blithely that he had "a plan" to end the war. Although there were demands from the press that Nixon reveal details of "the plan," they were not persuasive enough to force his hand. Yet, Humphrey did not waste time on self-pitying postmortems, for he, like Goldwater, was not a chronic complainer.

Were the press to bow and scrape before its critics, it soon would lose both its viability and credibility. Yet it does seem to me that we who call ourselves journalists have an obligation to present information and the interpretation of that information with such balance and fairness that those who read or listen to our words can reach independent judgments on critical issues, especially the election of a President. We have a professional duty to report aggressively, write vividly, analyze wisely and bring some sense of perspective to the events that transpire every fourth autumn across this vast and diverse land. But we should never lose sight of the fact that a free press should be a responsible press. □

Graphic strategy outlined for newspapers

Although most newspapers have switched from hot type to cold, many editors have not taken advantage of cold type's design potential, an associate professor of graphic arts contends.

"These editors often hesitate to become 'designers' who deal with the general available space and continue to be 'makeup men' who deal with inches and columns as isolated units on the page," says Mario R. Garcia of the S. I. Newhouse School of Public Communications at Syracuse University.

Employing graphic arts makes newspapers more attractive and increases their readability, he adds.

Garcia discusses the "structural approach" to design as well as "graphic strategies" in ANPA News Research Report No. 27, "The Newspaper Editor as Graphic Strategist," published and distributed in September.

"The difference between makeup and design is that in the first the placement of elements on the page does not follow a preconceived plan or strategy," Garcia says in introducing the structural approach. While copy, photos and headlines are "thrown together" in makeup, he explains, design "involves a planned strategy—a format—which allows the newspaper to create its own sense of visual continuity and sequence."

According to the researcher, who currently is working on a book on newspaper design, a page designer's primary concern should be with eye movement—grabbing the reader's attention "the moment he sees the page and creating sufficient visual interest to keep the reader's eyes moving on the page."

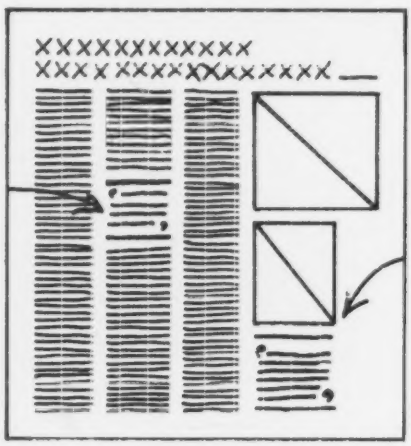
That can be done, Garcia adds, by using photographs, large and dominant display type, packaging (boxing one dominant story and an accompanying photo) or art to create the "center of visual impact." Color also can be a tool.

"Order" is the most basic principle to structure, he continues, and that requires photographs, copy blocks and headlines to be "squared off. No copy blocks turn or twist around other elements. Uniformity in shape creates order."

Garcia defines a graphic strategy as a "plan or technique for achieving some end. In the case of the newspaper editor, graphic strategies are part of a plan for overall visual impact that will make each page stand out." Such methods have been used successfully by magazines for years, he notes.

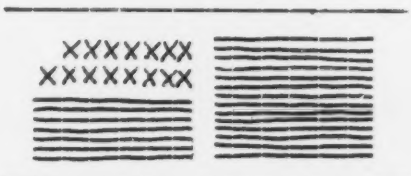
Strategies for positioning body and display type include horizontal movement, wider column width and "breakers" when using long copy (Figure 1).

Figure 1
Quote as "breaker"



Headlines can be placed to the side of copy, be given a "dutch wrap" (Figure 2) or used in a "U-shape" with copy, among other techniques.

Figure 2
Traditional "dutch wrap"

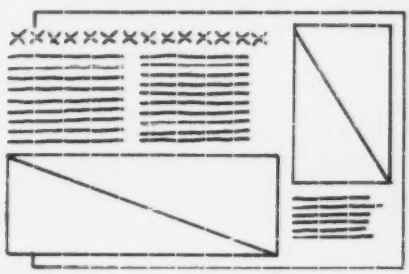


White space can be effective when used in and around the nameplate, between the nameplate and the rest of the page, between lines of headlines, between the byline and first paragraph of a story and between paragraphs in a story, Garcia says.

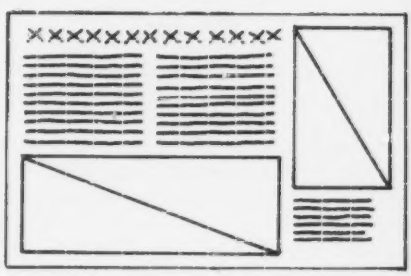
Copy also can be framed and blocked with white space.

Garcia examines packaging strategies, including such things as "top and bottom" packaging, "side" packaging and "three-dimensional" packaging. There also can be open and closed packages (Figure 3).

Figure 3
Open package



Closed package



Regardless of the elements used, however, Garcia makes it clear that "design evolves out of content. As such, design strategies . . . should be flexible enough to adapt to the day's news."

For copies of News Research Report No. 27, contact the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. □

1980-82

committee rosters

This publication contains ANPA and ANPA Foundation committee rosters listing members who have been appointed to two-year terms by ANPA Chairman and President Katharine Graham and ANPA Foundation Chairman and President Alvah H. Chapman Jr., respectively.

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New study discusses reader preferences among business, sports and foreign news

Newspapers underestimate reader interest in business and financial news. Women are more interested in local sports coverage than in national sports news. Readers feel foreign news coverage is too heavily weighted toward violence, yet they find articles about violence abroad most interesting.

Three new studies published in ANPA News Research Report No. 28 reveal these and other details about what readers like to read.

• Data gathered in early 1979 by the University of North Carolina School of Journalism found that while reporters, editors and news directors estimated only 4 percent of their audience was especially interested in business and financial news, 26 percent actually were.

The project, based on surveys of 518 North Carolina adults, found readers overall are most interested in stories about local business and industry. Readers aged 18-30 expressed the most interest in how business and industry affect the environment, the development of new products and how business in general works. Very little interest in stock market reports was shown by any of those surveyed.

• In-home interviews with 1,200 residents of St. Lawrence County, N.Y., were conducted by a Syracuse University Ph.D. candidate researching details of sports news readership.

In his study, J.P. Winter found that respondents with higher education and income, males and middle-aged and older readers generally expressed greater interest in sports news.

However, 40 percent of the women interviewed said they preferred local sports news to national sports news, compared to 18 percent for men.

• While readers find foreign news stories with violent subjects highly interesting, they prefer to read stories tying foreign affairs to the domestic scene.

This key finding emerged from in-depth interviews conducted by Winter and another researcher at Syracuse University, Vernone Sparks, with 201 heads of households in Syracuse, N.Y.

The report was distributed in September. Additional copies are available from ANPA's Public Affairs Department at The Newspaper Center, Reston, Va. □

Many occasional readers discovered in massive survey of 54,000 readers

Subscribing newspapers last month began receiving copies of the syndicated newspaper research study by Three Sigma Research.

The study is based on 101,000 interviews with 54,000 newspaper readers in 34 top areas of dominant influence. Those 34 areas include 84 Standard Metropolitan Statistical Areas served by more than 240 daily newspapers. The areas include 57 percent of the U.S. population and 60 percent of the nation's purchasing power.

Willard Simmons, president of Three Sigma Research, said that while a statistical summary is still in the making, he estimated readers-per-copy for the papers studied generally fell in the 2.5-2.7 persons range, with some papers reaching three persons per copy. Simmons said he was "a bit surprised" at the large number of occasional readers identified.

The study also found the incidence of frequent readers rose with the income, occupation and education levels.

Simmons said that while most of his findings have been reported at some newspapers in the past, his study is significant because so many different markets were involved.

"If anyone has ever done a comparable study, in 30 years in the business, I haven't come across it," Simmons said.

Those interviewed were evaluated by more than two dozen demographic factors, including age, sex, race, employment, income, number of persons in the household, and the type of dwelling.

So far, 67 newspapers have signed up to receive the report, which fills 84 volumes containing 19,600 pages. □

'Excellent' survey guide sold in bulk

ANPA's *Newsroom Guide to Polls and Surveys* is being offered at a reduced price of $8 per copy in bulk orders of 10 or more to facilitate broader use by students, journalists and others.

The single-copy price remains $12.50 [presstime, March 1980, p. 27].

Written by G. Cleveland Wilhoit and David H. Weaver of the Indiana University School of Journalism, the book has received generally favorable reviews from Columbia Journalism Review and the Newspaper Research Journal.

The September/October issue of CJR called the 82-page publication an "excellent little book, which explains, among other things, how the creative wording of . . . questions can yield dramatically discrepant results."

"The authors also have helpful ideas about how to report survey results accurately and understandably, and they draw upon numerous examples from daily newspapers to illustrate recommended approaches as well as pitfalls to avoid," the CJR review added.

Writing in July's Newspaper Research Journal, Gerald Stone, chairman of the Journalism Department at Memphis State University, said "it is high time someone produced a book that offers the newsroom some guidelines on polls, and the Wilhoit-Weaver book accomplishes that goal and does a better job of addressing the newsroom audience than any other currently available. . . ."

Orders should be placed with ANPA's Public Affairs Department at The Newspaper Center, Reston, Va. □

IRE to produce book series

The five-year-old Investigative Reporters and Editors organization plans to produce a series of six books. The first, *On the Record: a Manual for Investigative Reporting*, is scheduled to be published next spring. Others will deal with covering government, the environment and agriculture. □

Sunday newspaper: for reading and relaxing

The Sunday newspaper is highly popular with readers, most of whom turn to it looking not only for news and advertising but also for a way to relax and pass the time.

These are among the findings of a recent Newspaper Advertising Bureau report, "The Sunday Newspaper: A Five Market Study."

NAB also released three other recent studies conducted in conjunction with the Newspaper Readership Project:

- "Circulation Department Practices"
- "Changes in the Frequency of Newspaper Reading: Who Changes and Why"
- "Trade-offs in Readers' Editorial Content Preferences: a Computer Simulation."

In the Sunday readership study, telephone interviews last spring with 884 adult readers of six Sunday newspapers in five markets revealed 98 percent were interested in some aspect of news coverage; 81 percent said they also read to relax and pass the time; and 79 percent reported they read to look at advertisements, too.

Best-read section of the Sunday newspaper was the main news section, which 93 percent of those interviewed read. Syndicated and local Sunday magazines were next in popularity, drawing 87 and 86 percent, respectively.

Local news, entertainment and lifestyle sections followed, with almost three-quarters of the respondents reading them.

Lifestyle sections, a fairly new development at many newspapers, attracted 87 percent of the women readers and 57 percent of the men. Contrary to expectations, however, only 63 percent of the readers under 30 read them.

Younger readers differed in several other ways from the rest of the respondents, putting greater emphasis on entertainment information and comic sections, and less on sports news.

Allaying fears of competition between weekday and Sunday readers, the study found 79 percent of all Sunday readers also read a newspaper on five preceding weekdays. Home delivery emerged as a critical factor in regular readership.

In other highlights, the survey indicated that in markets where no locally published Sunday newspaper now exists, "a new Sunday edition has an excellent chance of successfully competing against outside newspapers because readers like news of their own communities and many feel they have more time to read on Sundays." (In the 1970s, the number of U.S. Sunday newspapers grew steadily, from 586 in 1970 to 719 last year.)

In the study on "Circulation Department Practices," a mail survey revealed that for 594 North American daily newspapers, 80 percent of all copies were home-delivered. Youth carriers accounted for 92 percent of the total carrier force, but the typical turnover rate for

Readership Council members listed

Recent changes in the leadership of sponsoring organizations have led to some changes among representatives to the Newspaper Readership Council [presstime, Dec. 1979, p. 27].

The council is now comprised of:

- Co-chairmen Joe D. Smith Jr. of the Alexandria (La.) Daily Town Talk, representing ANPA, and Otto A. Silha of the Minneapolis Star and Tribune, representing the Newspaper Advertising Bureau
- Also from ANPA: Katharine Graham of The Washington Post Co., and ANPA Executive Vice President and General Manager Jerry W. Friedheim
- Also from NAB: Edward W. Estlow of Scripps-Howard Newspapers and NAB Executive Vice President and General Manager Leo Bogart
- From the ANPA Foundation: John B. Lake of The Times Publishing Co., St. Petersburg, Fla.
- From the Association of Newspaper Classified Advertising Managers: Larry Healy of The Boston Globe and ANCAM Executive Secretary Frank Harris
- From the Associated Press: Executive Editor Louis D. Boccardi and Assistant General Manager Robert H. Johnson
- From the American Press Institute: Howard H. Hays of the Riverside (Calif.) Press Enterprise and API Director of Development Malcolm F. Mallette
- From the American Society of Newspaper Editors: Thomas Winship of The Boston Globe and Michael J. O'Neill of the New York Daily News
- From the Canadian Daily Newspaper Publishers Association: Preston W. Balmer of the Armadale Co., Markham, Ontario, and CDNPA General Manager John E. Foy
- From the International Circulation Managers Association: James F. Robinson of The Toronto Star and William Jardine of the Minneapolis Star and Tribune
- From the International Newspaper Advertising Executives: Frank J. Savino of The Record, Hackensack, N.J., and INAE General Manager Sidney Bordelon
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- From the International Newspaper Promotion Association: Donald B. Towles of The Courier-Journal and The Louisville (Ky.) Times and INPA Executive Director Edward Linsmier
- From the National Newspaper Association: Robert E. Bailey of the Buhl (Idaho) Herald
- From the Newspaper Personnel Relations Association: Robert B. Higdon of The Detroit News and James G. Banman of The Denver Post
- From the Newspaper Research Council: John B. Timberlake of the Chicago Tribune and Francis J. Kenny of the Detroit Free Press
- From United Press International: UPI Editor-in-Chief H.L. Stevenson and David Star of the Springfield (Mass.) Newspapers.

The council directs the efforts of the Newspaper Readership Project, a three-year-old effort to increase readership and circulation of daily newspapers.

youth carriers was 90 percent annually.

Turnover of circulation supervisors averaged 32 percent. Newspapers reporting the highest supervisor turnover tended to have the highest carrier turnover as well.

Salaries appeared to be a major factor in turnover rates for circulation supervisors. Newspapers whose average salary for them was at least $20,000 reported a 17-percent rate, while those with salaries of less than $10,000 experienced annual turnover of 50 percent.

The study, conducted in cooperation with the International Circulation Managers Association, also found that supervisors who are responsible for 80 or more carriers had an annual turnover rate of only 20 percent, while those supervising fewer than 20 carriers had a turnover rate of 44 percent. This finding reflects that experienced senior employees handle more carriers in return for higher salaries, according to the study.

Few newspapers reported significant amounts of direct billing or paid-in-advance subscriptions. Overall, 78 percent of the youth carriers and 59 percent of the adult carriers collected payments directly from subscribers.

The third study, investigating why newspaper readers change from infrequent to frequent readers and vice versa, revealed few clear patterns.

In telephone interviews with 824 readers, those who changed their status of frequency generally said their reading was determined by the time available to devote to a daily newspaper. However, rather than changes in lifestyle, changes in interest in the news appear to motivate readers to spend more time—or less time—reading the newspaper regularly.

The computer simulation measuring reader preferences in editorial content found "it is difficult to reach more readers than those reached by the content mix of the average daily newspaper."

The analysis also demonstrated that editors were more likely to reach readers who were demographically similar to themselves, and that newspaper editors were more successful in capturing potential readers than wire-service editors.

Copies of the four reports may be ordered from the NAB Research Department, 485 Lexington Ave., New York, N.Y 10017. Prices range from $1.75 to $5. □

Transportation notes

(Editor's note: Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

The Interstate Commerce Commission again extended (until Sept. 30) operating authority of 15 railroads over embargoed portions of the Chicago, Milwaukee, St. Paul & Pacific Railroad **(Milwaukee Road)** [presstime, Aug. 1980, p. 49]. The commission also approved applications by the Burlington Northern and the Union Pacific to purchase about 500 miles of tracks and other properties of the bankrupt carrier. Meanwhile, the Department of Transportation agreed to provide the Milwaukee Road with an additional $48.8 million in federal assistance.

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The **Union Pacific, Missouri Pacific and Western Pacific** railroads in September formally asked the ICC to approve their plans to merge to form a 22,800-mile system [presstime, April 1980, p. 17]. A new Union Pacific Corp. rail-management subsidiary, Pacific Rail System Inc., would be created as the parent of the Union Pacific and Missouri Pacific. Western Pacific, 87-percent-owned by the Union Pacific, would become a unit of the Union Pacific Railroad. Also, Union Pacific said it plans to spend $90 million to upgrade Western Pacific tracks.

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Southern Pacific Co. and Santa Fe Industries Inc. mutually terminated a merger proposal made last May [presstime, June 1980, p. 13].

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The ICC granted the **New York, Susquehanna and Western Railway Corp.** emergency temporary authority to operate over lines marked for liquidation because of the urgent need for continued service. The ICC earlier had recommended that the lines be abandoned [presstime, Aug. 1980, p. 49].

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The ICC extended to Nov. 30 the expiration date of a service order allowing various railroads to use tracks or facilities of the **Chicago, Rock Island and Pacific Railroad Co.** [presstime, Aug. 1980, p. 49].

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The nation's railroads, in response to rising costs, announced they will ask the ICC to approve a 5-percent, **general freight-rate increase** effective Jan. 1. The outcome is uncertain; the ICC in the past two years has preferred selective rate increases—commodity by commodity—instead of across-the-board hikes.

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Greyhound and Trailways bus companies have eliminated what they consider to be unprofitable bus service to 35 north and central Florida communities as allowed by that **state's truck and bus deregulation** law which took effect July 1 [presstime, Aug. 1980, p. 49]. Greyhound also has cut back trips to other towns while adding express runs between larger cities.

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The **cost of driving** rose 3.8 cents a mile last year to 26.6 cents, according to the Hertz Corp. Americans spent $517 billion to own and run cars and trucks in 1979, Hertz said, an amount $74 billion higher than that of 1978, despite an estimated 2 percent drop in the total number of miles driven. The report attributes almost one-third, or $25 billion, of the 1978-79 increase to the rise in gasoline and diesel fuel prices. Costs to drive a passenger car rose 120 percent from 1972-79, and truck operating costs increased 158 percent—amounts substantially higher than the total inflation rate of 73 percent for the period.

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The Public Relations Council of the American Trucking Associations has prepared a kit explaining how to develop a program to **curb tailgating.** It costs $2 and is available from the council, 1616 P St., NW, Washington, D.C. 20036. Meanwhile, the Motor Vehicle Manufacturers Association has published "Motor Vehicle Facts and Figures '80." Single copies are available without charge from the MVMA, 300 New Center Building, Detroit, Mich. 48202. □

Panel hopes to recommend standard-ad-unit sizes soon

The ANPA Board of Directors at its September meeting reviewed a report by the Standard Ad Unit Working Committee [presstime, Aug. 1980, p. 28] and authorized the committee to continue working to develop a set of recommended standard advertising units for national newspaper advertising.

ANPA Vice President/Technical William D. Rinehart, a member of the industry-wide committee, said the panel will continue to refine draft sizes, develop an implementation plan and prepare promotional materials for a final presentation to the Board, possibly at its next meeting Dec. 2-3.

If the board approves a plan at that time, Rinehart said, standard ad units probably would not begin to be used until at least the third quarter of 1981 in order to give the committee sufficient time to "familiarize every newspaper and every ad agency with the new recommended standards."

Rinehart reiterated that the object of standard ad units would be to simplify the placement of national advertising in newspapers. Use of the units would be voluntary on the part of the newspapers, he stressed. Advertisers would not be precluded from making up an ad to custom fit any newspaper.

The committee is led by Walter E. Mattson of The New York Times and James A. Cooper of The Washington Post.

The following sizes constitute the draft proposal being considered by the committee and may not represent the sizes that will be presented to the Board.

National ad unit	Width in inches	Depth in inches
1	13"	21"
2	13"	18"
3	13"	10 7/16"
4	10 5/8"	21"
5	10 5/8"	18"
6	10 5/8"	15 5/8"
7	9 5/8"	13 15/16"*
8	9 5/8"	6 15/16"*
9	8 1/16"	21"
10	8 1/16"	10 7/16"*
11	6 5/16"	21"
11A	6 5/16"	13 15/16"*
12	6 5/16"	10 7/16"*
13	6 5/16"	5 3/16"*
14	4 1/4"	21"
14A	4 1/4"	13 15/16"*
15	4 1/4"	10 7/16"*
16	4 1/4"	6 15/16"*
17	4 1/4"	5 3/16"*
18	4 1/4"	3 7/16"*
19	1 3/8"	6 15/16"*
20	1 3/8"	5 3/16"*
21	1 3/8"	3 7/16"*
22	1 3/8"	2"*
23	1 3/8"	1"*
19A	2 1/16"	6 15/16"**
20A	2 1/16"	5 3/16"**
21A	2 1/16"	3 7/16"**
22A	2 1/16"	2"**
23A	2 1/16"	1"**

* Fits broadsheet or tab
**6-column format only

□

CATV ad bureau may begin this year

A cable television advertising bureau will be established in New York City, probably before the end of the year.

More than $400,000 has been committed to the project by approximately 40 cable programmers and system operators, according to Kathy Connolly, president of Television Advertising Guide. Connolly is chairman of a steering committee that investigated the ad bureau idea under the auspices of the advertising committee of the Cable Television Administration and Marketing Society.

William J. Ryan, vice president and general manager of Gulf Coast Television of Naples, Fla., and chairman of the advertising committee, admitted that he was surprised at the amount of interest shown in the creation of an ad bureau. Although there is "relatively little" advertising available now on cable, "we see that changing," he said.

Office space is being sought, and a search has begun for a president. □

FTC survey shows grocery price ads score with buyers

In a poll conducted for the Federal Trade Commission, 88 percent of those responding said they regularly look at newspaper advertising of grocery prices. Forty-four percent reported regularly looking at grocery store price ads on television, while 23 percent said they listen to them on radio.

The questions were part of a study by Market Facts Inc. to determine the effect on consumers of unavailability of advertised food specials. It is part of an overall effort by the FTC to assess the impact of its 1971 regulation prohibiting price advertising of grocery items not in stock or readily available.

This part of the study concluded that a "substantial" number of consumers base decisions on where and when to shop and what to buy on newspaper grocery ads, and "if the information on which they base their decisions is faulty or misleading, they may incur some economic loss."

Ninety-nine percent of the respondents said they read newspaper grocery ads at least occasionally; 60 percent pay attention to all or most items in the ad; 10 percent pay attention only to featured items; and 29 percent just glance at the ads. □

1981 ad planbook available from NAB

The Newspaper Advertising Bureau's 1981 edition of its annual Newspaper Advertising planbook is now available.

The 68-page book is designed to help retailers coordinate their sales and newspaper advertising efforts. There are special sections on co-op advertising, classified advertising and a calendar of promotable events.

Soft cover copies are $2.60 each; hard cover, $3.70 each for up to 49 copies, $3.50 each for between 50 and 99 copies, and $3.10 each for quantities of 100 or more. Contact the Retail Department, NAB, 485 Lexington Ave., New York, N.Y. 10017. □

Newspapers see opportunities in electronic classified ads

By Jack Kauffman

Over the years, newspapers have not only lived with the advertising challenge from broadcast—they have prospered. Daily newspapers continue to be the dominant advertising medium—larger than radio and television combined. Last year, U.S. newspapers increased their share of the total advertising dollar, and the $14.5 billion advertisers invested in newspapers was 29.2 percent of all advertising.

Jack Kauffman

The classified sections of daily newspapers have played a leading role in this performance through their contributions to both advertising and readership. For example, in the past 10 years, classified advertising in daily newspapers has tripled—from $1.5 billion in 1970 to $4.6 billion in 1979. Classified has grown faster than the other major newspaper categories—national and retail—and it has outperformed other media, too, including television.

Classified also has played a significant role in attracting readership to the newspaper, particularly the kinds of readers whom advertisers value most—the young (who are pacesetters), the affluent (who have buying power) and the well-educated (who are likely to be opinion leaders).

Thus, over the course of a week, the most likely readers of classified advertising are 25 to 34 years old (67 percent), live in households with incomes of more than $25,000, (70 percent) and have some college education (66 percent).

Among those who said they were "actively looking" to buy real estate, 74 percent had read classified advertising in the past week as did 70 percent of those "actively looking" to rent, 56 percent of those "actively looking" for employment and 53 percent of those "actively looking" to buy cars.

A recent Newspaper Advertising Bureau study sponsored by the Newsprint Information Committee, a group of 12 Canadian newsprint manufacturers, documents these statistics. It found that on an average weekday, 58 million U.S. adults see classified advertising. In a week, this builds to 90 million, which is 58 percent of the total adult population.

With these accomplishments to its credit, classified is nevertheless looking to expand. It seeks to broaden its base with new offerings and new advertisers. For example, classified ad executives see opportunities to become more involved with national advertisers. So there are programs in place to get more dealer/manufacturer cooperative advertising into newspaper classified sections and to attract trademark listings as a focus for dealer ads.

Newspapers know that planning and preparing for change is one way to make it work for them rather than against them.

Also on the agenda are the development of business-to-business pages and a drive to expand in the merchandise-for-sale category. And now that the courts have removed barriers to advertising by doctors, lawyers and other professionals, there are opportunities for classified in these areas, too.

Included in this search for new revenue sources is the potential for expanding the scope and utility of classified advertising by harnessing the new information technology. This deals with systems that link a viewer at a television screen with a computer data base (such as classified ad listings). With two-way communication, such viewers can call on the computer for the specific information they want.

This can make the electronic data base into an extension of the printed newspaper. It can also whet the appetite of broadcast media—or others—for a share of the highly attractive classified advertising business.

In confronting this situation, newspapers have chosen a positive approach. They are thinking in terms of joining the new possibilities with the assets, skills and expertise they already have so that the new technology strengthens rather than weakens the newspaper position in classified advertising. And these advantages are considerable. Newspapers already have the biggest data base in classified advertising. They know their markets. They know the advertisers. And they know how to get the most out of a classified ad. They also know that planning and preparing for change is one way to make it work for them rather than against them.

As an opening move, the Association of Newspaper Classified Advertising Managers and the bureau have organized a task force on "Classified and the New Technology" to explore its requirements and to point the way toward development of its potential for newspaper advertising. This task force has set itself four major objectives:

- *Technology:* To define the technical requirements, feasibility and projected costs of a compatible electronic classified system for multi-newspaper or single newspaper use
- *Standard Coding System:* To design a classified vocabulary and coding system for use by newspapers in storing and retrieving electronic classified ads
- *Competition:* To explore such issues as copyright protection, ownership or leasing of cable channels and cross ownership of print and electronic media in a classified advertising system
- *Clearing House:* To establish a central reference point in the bureau for monitoring industry and media trends, and to develop proposals for a full scale testing of electronic classified advertising in conjunction with newspapers.

Newspapers are moving quickly—and with confidence—into this new era of electronic classified. □

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Coupon Bingo: new ad game

"It's the only game I know of where there are no losers," says Maynard Small about "Coupon Bingo," a promotion he is marketing to newspapers based on two tried-and-true concepts—readers' interest in saving money and winning money.

The promotion currently is running in The Kansas City (Mo.) Star, the Cleveland Press, The Dallas Morning News and The Seattle Times and soon will appear in the Rocky Mountain News in Denver.

According to Small, president of Creative Marketing Associates in Kansas City, newspapers run a "Coupon Bingo" game card on "best food day" every other week.

Readers match manufacturers' cents-off coupons appearing in that edition of the newspaper with pictures of products on the game card. Retailers agree to insert a logo for the game in their grocery advertisements. And manufacturers pay a $1-per-thousand circulation fee to have their product pictured on the card.

Entries are chosen at random by the newspaper. The first one drawn with "bingo" and with the total number of manufacturers' coupons appearing in that edition of the paper correctly identified wins. Prizes include cash or free groceries or both. Winners are announced on "best food day" on alternate weeks.

Small reports 10,000 persons per week play the game in Kansas City; in Buffalo, where it was tested in the Buffalo Evening News, approximately 20,000 persons a week entered.

After playing the game, readers have the option of "throwing (the clipped coupons) in the garbage or putting them in their purse and heading for the supermarket," Small says. He contends they

do the latter. Of the readers playing the game during a test last year at The Kansas City Star, 29 percent said they used more coupons as a result of coupon bingo; 49 percent said they tried new brands. □

Nearly all inserts delivered

Newspaper advertisers have been known to question whether their inserts are actually being delivered along with the daily newspaper. Now, thanks to The San Diego Union and The Evening Tribune, they have the answer: In nearly all cases, yes.

According to Tom Copeland, marketing research manager of Copley Newspapers, the San Diego papers conducted a telephone survey of 1,769 subscribers in 10 ZIP Code areas selected by an advertiser.

As reported in the new Newspaper Research Council Newsletter, the survey found that 92 percent of the morning subscribers and 87 percent of the evening subscribers reported receiving the supplements.

Copeland is gathering information on other newspapers which have used a survey or some other research method to verify delivery of inserts. He can be contacted at Copley Newspapers, Box 1530, La Jolla, Calif. 92038. □

ZIP Code audit begun by ABC

The Audit Bureau of Circulations has begun a program whereby its member newspapers can have their circulation audited by Zip Code. It is designed to provide advertisers—especially national advertisers—with information on which to base their advertising buys.

"Most national advertisers have their credit lists tabulated by ZIP Codes," explained Robert Kissel, national retail advertising manager for Sears, Roebuck and Co. and an ABC director. "They know where their best customers live in relation to stores in major metropolitan markets."

For example, an advertiser considering placement of a preprinted insert might want to see a newspaper's audited figures for the ZIP Code areas where those best customers reside, Kissel said.

If a newspaper can show penetration of 75-80 percent where a store's best customers live, Kissel said, that newspaper will have a competitive edge.

On the other hand, if ZIP Code breakdowns show low penetration in prime ZIP Code areas, "the newspaper may want to target them for circulation drives"; the advertiser, meanwhile, may decide to look at a competing newspaper or alternative methods for delivering the inserts, he noted.

Clearly, Kissel acknowledged, ZIP Code reporting has "pluses and minuses" for newspapers, depending on how strong or weak they prove to be in important markets.

From a publisher's point of view, the cost of providing ABC with all the information needed for audited ZIP Code data depends largely on what kind of records are being kept.

"Most publishers already have mail and subscription lists computerized, but single and carrier sales can be a problem," said Robert W. Roberts, ABC vice president for marketing.

The Bucks County Courier-Times of Levittown, Pa., in September became the first daily newspaper in North America to receive ABC's audited circulation report broken down by ZIP Codes. □

Here's how newspapers use 'Elections 1980' kit

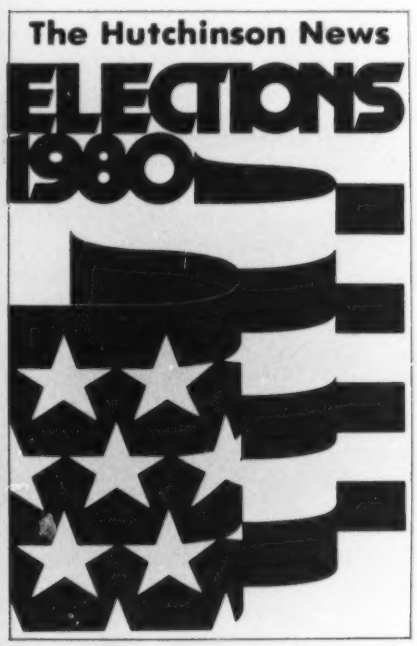
By Robb Deigh

Newspapers are coming up with numerous ways to use the "Elections 1980" package prepared by ANPA Foundation [presstime, Sept. 1980, p. 39].

The kit, which was created by Lifetime Learning Systems Inc., consists of eight camera-ready, tabloid pages of activities. It offers information and exercises on candidates, polls, issues, campaign strategy, the electoral process and the role of the mass media in an election. Information to complete the exercises is found by checking the newspaper daily.

• The Hutchinson (Kan.) News published the kit as an eight-page, tabloid insert and produced a brief teacher's manual outlining the benefits of using the newspaper in the classroom.

• The Detroit Free Press used all the ANPA Foundation material and added some of its own to produce 10 sheets plus a cover in a loose-leaf, three-ring binder. "The kids from one elementary school (with help from the Free Press) sent copies of the kit to delegates attending the Republican National Convention," reported Sharon Zumberg, the newspaper's educational services consultant.



• The Anchorage (Alaska) Daily News used artwork from the kit to illustrate a profile on political candidates. The newspaper also plans to use the material as a post-election study guide.

• The Greenville (S.C.) News, through its educational services department, designed a workshop for local social studies teachers and invited a journalism professor from the University of South Carolina to instruct the teachers on the best methods of using "Elections 1980" in their classrooms. The newspaper also used the material to produce an eight-page tabloid, workbooks for students and a teacher's guide.

More than 200 newspapers and other organizations from as far away as New Zealand have ordered the kit, which is available for $20 from ANPA Foundation at The Newspaper Center, Reston, Va. The Foundation is asking all participants to report how they are using the kit. □

Deigh is publications specialist for ANPA Foundation.

Manuals designed to help teachers use newspapers

Instead of turning to commercially prepared materials to help their students reinforce reading skills introduced by elementary reading texts, first- and second-grade teachers now can turn to their local newspaper—with the help of a series of teachers' manuals published by Cox Enterprises Inc.

In Cox's "Newspaper Primary Reading Program," newspapers are used to reinforce skills in four areas: vocabulary, word recognition, comprehension and study skills. Detailed lesson plans are provided.

The program was developed by reading specialists at the University of Georgia and field tested in public school systems in four Georgia counties. It is designed to overlap with most major basic-reading programs.

Manuals for grades 1 and 2 are available now; manuals for grades 3 and 4 will be available next spring. Each costs $6 plus shipping and handling charges (with a 10-percent discount for bulk orders of more than 28). Contact the Newspaper in Education Department, Atlanta Journal and Constitution, 72 Marietta St. NW, Atlanta, Ga. 30303; (404) 572-5090. □

First Amendment essay contest planned

As an outgrowth of the First Amendment Congress [presstime, Aug. 1980, p. 24], the Student Press Law Center has announced it will conduct a First Amendment essay contest endorsed by the ANPA Foundation and 23 other press or education-related organizations.

Competition is open to any public or private school student who has written a news article, feature story or editorial about the First Amendment. The article must have been published in a newspaper or news magazine circulated primarily to students or broadcast over a student radio or television station.

A four-member panel of judges will choose two winners, each of whom will receive $1,500 scholarships for three-month internships at the SPLC. Funding is being provided by the law center, the Scripps-Howard Foundation and the Harte-Hanks Media Development Foundation.

Deadline for entries is March 1, 1981. For further information, contact Rob Eggert, SPLC executive director, 917 G Place NW, Washington, D.C. 20001; (202) 347-7154. □

Commercial jobs keep presses humming

(Editor's note: A previous article in **presstime** *(July 1980, p. 42) outlined steps a newspaper can take to expand into the commercial printing business. This article describes the successful commercial operation of one newspaper that did.)*

By Karl Neddenien

Presses at the Southtown Economist, Chicago, are busy for all but 16 hours per week publishing newspapers that range from eight-page local tabloids to the new Midwest edition of The New York Times —148 mastheads in all. What might have been a delicate balancing act is, instead, a highly sophisticated setup that leaves little to chance.

The transition from publishing weekly newspapers—150,000 copies, Wednesdays and Sundays—to a daily operation that now produces more than two million newspapers a week did not happen overnight.

"We were weekly newspapers only but had (daily) metropolitan-newspaper problems twice a week, including a very uneconomical need for large press capacity," Publisher Bruce Sagan says. "We had to do something that would make it possible for us to afford the kind of equipment we needed, so we began looking for other printing."

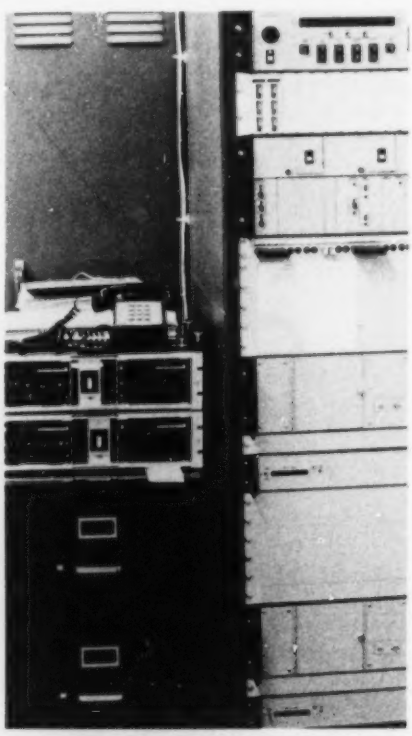
The Lerner Group newspaper found it, and in 1969 it purchased a four-unit Goss Metro press. Additions and the purchase of an Urbanite press brought the total to an eight-unit Metro with two folders and an eight-unit Urbanite. Business grew accordingly, and the Economist now operates three eight-hour shifts per day, seven days a week. About 150 production people work in the plant.

The newspaper receives material for publication in many forms: manuscripts, made-up pages and page negatives. The composing room, which operates 21 hours a day, may work on up to nine different newspapers' material at once, preparing it for the camera room or platemaking department. All the while, pages pour in from the many newspapers printed on Economist presses.

"We have three basic sources of input: paper tapes, optical character readers and VDTs," explains Production Coordinator Trever Bricker. "In addition, we are linked by telephone line to the Christian Science Monitor, which sends us its pages (at four to six minutes per page) directly to the Dacom 300 Telepress Unit, and by direct computer link to several other news sources; there's no need to retype it."

But the Economist is most excited about the new satellite telecommunications system that links it with The New York Times.

"We built the concrete support pads, and American Satellite Co. built the rest, with The New York Times paying for it," Bricker reports. The Times beams its information to a satellite in synchronous orbit about 22,300 miles above the earth, and the satellite relays it to the Economist's receiving dish. It passes through highly sophisticated circuitry—all of which has backup circuits for safety's sake—and to either of two Log E laser platemakers, also supplied by the Times.



Complex circuitry is linked to satellite dish.

The Economist had been scheduled to begin publishing the Midwest edition July 7, but complications with two "decompressors"—devices that decode the satellite transmissions—delayed the start until Aug. 18.

The overall Economist operation involves a steady stream of publications and relies on tight deadlines. A flow chart on Bricker's office wall sets forth the time slots available for each job.

As the end of one press run approaches, pressroom employees ready the plates for the next run. If a particular publication requires only part of the press capacity, other units are used simultaneously to print a different publication or are plated-up for the next run.

"Tuesdays and Wednesdays are our most challenging days," says Bricker. "We start running the presses at 4 p.m. Tuesday and don't finish up until 6 a.m. Thursday. During that time, the presses are either being made up or running."

Consequently, press maintenance is vital. "You have to provide for maintenance time, or you get into severe trouble," observes publisher Sagan. "You simply have to have maintenance time built into the schedule; you can't assume it's going to be done on spare time."

Bricker notes: "At first we just ran the presses without being too concerned about maintenance. This lasted for a couple of years; and then parts started to just wear out and we had all kinds of trouble. Now we have planned preventive maintenance. You have to, with our schedule." The newspaper currently is rebuilding its Urbanite press as part of that maintenance program.

If problems arise during a particular press run, threatening to disrupt subse-

Neddenien is a technical writer at the ANPA Research Institute.

quent schedules, the Economist has the ability to stop the run, replate for the next one and continue on schedule, and then get back to the troublesome run. In this fashion, few deadlines are missed.

During preparation for The New York Times press run (currently about 35,000 copies daily and 105,000 Sunday) operators are in constant telephone communication with the New York office. The laser platemakers, located in a pressurized room to keep out dust, are now used to produce page negatives so that duplicate plates will be identical, made from a single negative. The system has performed exceptionally well, according to Bricker, with a lapse of only 15 minutes from receipt of the final page until the presses are ready to roll.

Schedule board reflects busy Economist.

The newspapers are carried by conveyors to the mailing room, where they may pass directly to stackers for bundling and distribution, to a plastic shrink-wrap machine for mail delivery or through one of three Cheshire mailing machines. Five Mueller inserting machines are used to pre-insert advertising circulars and are augmented by 30-40 employees who hand-stuff the newspaper sections and advertisements on certain days. Total inserting reaches two million pieces a week at times, Bricker says.

The Economist operation relies heavily on mail delivery, posting up to 240,000 pieces per week with about 85 percent reaching the customer on the prescribed date of publication over a nine-state area that includes California.

The Economist's printing plant consumes 3,000 plates and 455 tons of newsprint per week to produce its variety of publications. "That's all newspaper, by the way. We don't print any advertising material," Bricker reports. □

ANPA/RI survey details extent of trend toward offset printing

Although three of every four U.S. daily newspapers are now printed by the offset process, they continue to account for less than half of total daily circulation.

The ANPA Research Institute's annual survey of newspaper printing methods shows that 1,340 of the 1,779 U.S. dailies, or 75.3 percent, were offset-printed last year. This compares with 1,283, or 72.2 percent, in 1978.

The combined circulation of the offset dailies stood at 26.8 million in 1979—42.2 percent of total U.S. daily circulation. This was up from 22.7 million—36.6 percent of the total—a year earlier.

Of the 439 remaining letterpress dailies in 1979, 418 use photo-imaged direct printing plates. Thus, 98.8 percent of all U.S. dailies are printed with photocomposition ("cold type") technology.

The ANPA/RI survey indicates a similar pattern in Canada.

Just under 70 percent of the 120 Canadian dailies were using the offset process in 1979. The total of 83 papers was three higher than that for 1978.

Offset circulation of Canadian dailies totaled 1.9 million last year, which was 39.3 percent of all daily circulation. The 1978 figures were 1.5 million and 28.8 percent, respectively.

All but two of the 37 Canadian dailies printed by letterpress in 1979 used a direct plate system.

The offset and letterpress special reports have been distributed to ANPA-member newspapers. Additional copies are available from the Publication Department of ANPA/RI in Easton, Pa. □

Teacher challenges technology

"Schools and departments of journalism ought to be pioneers . . . in the 1980s, coming up with imaginative new uses of technology," Wayne A. Danielson, professor of journalism and computer science at the University of Texas at Austin, believes.

And he has some ideas to get interested educators going.

For the past 20 years, journalists' approach to the "new technology" has been "learning how to perform old tasks with new tools," Danielson told the recent convention of the Association for Education in Journalism. Now it's time for some new ideas to change the tasks.

The field for researchers is "wide open," he said, citing several "promising" areas he believes need more research:

• *Speech synthesis and speech recognition by computers.* Possible journalism uses of computers that can talk or be talked to include providing spoken versions of newspaper stories for the blind, reading back stories to reporters while they check their notes, calling attention to important stories crossing newswires and even writing headlines, with a copy editor speaking words aloud and the computer responding whether the headline would fit.

• *Computer-composed stories.* Computers might write particular stories that have repeating structures—obits, weddings, certain sports, weather and finance stories. "At the least, I expect that we will begin to see first-draft versions of stories written by computers, with reporters devoting their time to polishing and correcting and adding the 'human touch,' " Danielson said.

• *Digitalizing and analyzing photographs and art.* For instance, is it possible to program a computer to recognize a human face, to rotate a full-face picture to a profile, to recognize certain photographic styles?

• *Electronic news services.* Further development is needed of cable systems that transmit data for home and business computers as well as presenting data for viewing and listening.

Danielson said newspapers "are prepared for innovation, and, I think, are looking for it." □

Lasers in printing: Lighting the way to a graphic future

By Erwin Jaffe

Although lasers have been a part of the standard vocabulary since the early 1960s, only during the last decade did they find extensive use in the graphic arts field.

Erwin Jaffe

The laser, used as a high-energy light source, first found an application in the newspaper business in the platemaking area. However, we are beginning to see its value in other areas such as satellite communications and color separations, as well as more advanced and sophisticated platemaking applications.

The potential for utilization of lasers in the graphic arts in general and the newspaper business in particular is tremendous and continues to grow at a very rapid pace. It is a device well worth our continued attention.

"Laser" is an acronym for "light amplification by stimulated emission of radiation." A laser is a generator of coherent radiation in visible and invisible portions of the electromagnetic radiation spectrum.

The key to understanding lasers lies in the words "coherent radiation." This is the radiation of a single wavelength where the different portions of the beam tend to reinforce each other and thus provide a powerful source of radiation for a minimal amount of energy expended.

There are different types of lasers (gas, liquid and semiconductor), but for the sake of this article we will use the gas laser, which is commonly used in the newspaper business.

A typical laser system would consist of two mirrors—one totally reflective, the other partially reflective or transmitting—in parallel alignment on an axis shared by a gas-filled tube and a power input source.

An electrical discharge from the power unit primes (or "pumps") the gas tube for the lasing action. As the gas absorbs this energy, its atoms move to a higher energy level. When the atoms return to a lower energy state, they emit photons which are trapped in the gas tube, bouncing back and forth between the mirrors until they reach an energy level sufficient to permit them to exit the partially transmitting mirror. This coherent energy is then released as a useful light beam.

The resulting coherent radiation light beam is of a wavelength determined by the characteristics of the gas being used and is in phase and in uniform direction. Some lasers release this radiation in a pulse, while others produce a continuous beam.

The advantages of a laser light source lie in its high intensity, lower power consumption and potential speed when coupled with computer control. This allows greater productivity with lower labor costs and improved speed.

But the laser has its disadvantages, too. There are many types of lasers, and most of them, although powerful, are relatively inefficient. In addition, many lasers in use have relatively short lives and might require replacement more frequently than is desirable. An added complication is that certain types of lasers are suitable for only very specific applications; for example, in platemaking, the specific wavelength used must match the wavelength sensitivity of the light-sensitive emulsion on the printing plate for the most efficient results.

As with any high-powered equipment, lasers should be operated in accordance with certain standard safety practices such as those outlined by the American National Standards Institute and others.

The laser has found many graphic arts applications that are useful to the newspaper business. In addition, many products with newspaper applications have been developed with this technology, including facsimile transmitters and/or receivers, platemakers, typesetters, an electric camera, pagination devices and color separation equipment.

A major future contribution of lasers seems to lie in the area of communications. A single beam of laser light has the potential for carrying many times more information than currently is carried by existing communications frequencies. Bell Telephone Laboratories has claimed that it could send more than a billion bits of information in a second over a laser beam—equivalent to the complete text of about 200 novels.

In conclusion, laser technology is here, and it's growing at a rapid pace. Today, its use is primarily as a powerful light source for a variety of exposure-related devices.

It does, however, have the potential for direct control by computer for information-handling purposes. Thus, further development of laser technology could bring improvements in page layout (pagination) operations, and it could make possible the use of the laser as a medium for rapid, efficient transmission of electronic signals. □

Jaffe is director of the ANPA/RI Research Center. This is the second in a series of "textbook" articles explaining some of the technology being considered for or employed by the newspaper business.

Court orders review of ethics code

By Clark Newsom
presstime labor writer

In the first decision of its kind, a federal appeals court has directed the National Labor Relations Board to re-examine a code of ethics and office rules promulgated by a Pennsylvania newspaper to determine whether they fall within the category of mandatory bargaining subjects under the Taft-Hartley Act.

The NLRB had held in 1977 that The Mercury of Pottstown had no duty to bargain with The Newspaper Guild of Greater Philadelphia over the provisions of the ethics code, but that it did have such an obligation with respect to the penalties for violations.

The board also found that the office rules, with one exception, covered mandatory bargaining subjects as did the disciplinary measures that might be taken if they were violated [ANPA Labor and Personnel Relations Bulletin 6482, page 452].

The board had reached a similar conclusion in a 1976 case involving the Madison (Wis.) Capital Times [ANPA Labor and Personnel Relations Bulletin 6434, page 193].

The code at The Mercury establishes standards of accuracy, objectivity and fair play. It prohibits acceptance of gifts and favors, and requires employees to avoid any activity or conduct which could compromise the newspaper's integrity.

The case reached a three-judge panel of the U.S. Court of Appeals for the District of Columbia Circuit on appeals by both the Guild and the NLRB. The Guild had asked the court to reverse the NLRB's decision that the ethics code's provisions were not mandatory bargaining subjects. The NLRB sought enforcement of its order that The Mercury bargain over the penalty provisions of the code and over the substance and penalties of the office rules.

U.S. District Judge Harold H. Greene was assigned to the appeals court panel for this case and wrote the Aug. 13 opinion remanding the case to the NLRB. He was joined by Circuit Judge Carl McGowan. Circuit Judge George E. MacKinnon filed a separate opinion concurring in the result.

Greene said the underlying issue was whether there is "a valid basis" for exempting the code and the rules from the act's bargaining requirements. For example, he said, editorial control and the ability to shield that control from outside influences "are within the First Amendment's zone of protection and therefore entitled to special consideration."

The court, however, dismissed The Mercury's claim that under the First Amendment it had an absolute right to impose the conditions and penalties embodied in the two sets of rules. "The Mercury's reliance on the First Amendment is plainly foreclosed by long-standing precedent," Greene said.

The act defines collective bargaining as meeting and conferring in good faith with respect to wages, hours and "other terms and conditions of employment," Greene noted.

The act's language, he said, "while sweeping and apparently all-inclusive," must be construed to exclude various kinds of management decisions from the scope of the duty to bargain "if the principle of control by the owner of property over basic decisions concerning his enterprise is to be preserved."

Protection of the editorial integrity of a newspaper "lies at the core of publishing control," Greene wrote. "In a very real sense, that characteristic is to a newspaper or magazine what machinery is to a manufacturer. At least with respect to most news publications, credibility is central to their ultimate product and to the conduct of the enterprise."

In rejecting the Guild's contention that collective bargaining is mandatory on all aspects of the code and rules, Greene said a news publication "must be free to establish, without interference, reasonable rules designed to prevent its employees from engaging in activities which may directly compromise their standing as responsible journalists and that of the publication for which they work as a medium of integrity."

Greene said the NLRB had demonstrated by its decisions in the Madison and Pottstown cases that it "is cognizant" of the problems created by the conflict between employees' right to bargain collectively and the right of a newspaper to safeguard its credibility. However, he added that the board "sought to solve these problems through means which are faulty," citing as one example its having "lumped together the entire code of ethics . . . in a single category, holding all of it, without individualized analysis, exempt from mandatory bargaining."

Greene also criticized the NLRB for making "no attempt" to distinguish between provisions of the code which affect employees only minimally and those which have "a significant impact" on working conditions.

The NLRB will have to make specific determinations "in this highly delicate field which encompasses both labor relations and the workings of the press," he said.

"We are unable to understand how, either on conceptual or on practical grounds, penalties can be separated for labor act purposes from the substantive provisions which they are designed to enforce," he said. "Both are either mandatorily bargainable or they are not."

Judge MacKinnon, in his concurring opinion, questioned whether it is proper in the code to require newspaper people to acknowledge the ethical practice of protecting confidential sources of information. "Following this 'ethic' to its logical conclusion has not been supported by the courts, in the absence of statutory recognition," he said. "Pennsylvania law should be examined on this point. If the law has not shielded such conduct the 'ethic' might require newspaper employees to commit a violation of the law. Under such circumstances it would be my view that a newspaper has no right to require or enforce such a provision."

Mercury Publisher Robert Y. Kurtz said the code of ethics remains in effect while the matter is in litigation.

(Newspaper Guild of Greater Philadelphia v. NLRB, No. 78-1055; NLRB v. Peerless Publications Inc., No. 78-1204) □

Mass. papers give union rep seat on board

In what is believed to be unprecedented in North America, a union representative is serving on a newspaper company's board of directors.

William Benjamin, shop steward for Local 264 of the Graphic Arts International Union, is a member of the four-person board of the Berkshire Media Group of Great Barrington, Mass. Elected by fellow union members under the terms of a new labor agreement, he attended his first meeting Sept. 4.

The group publishes three weeklies in Massachusetts with a combined circulation of about 12,000—The Berkshire Courier in Great Barrington, The Dalton News-Record and The Packet of Adams. The company also has a large commercial printing operation.

Alan L. Copland, president of the group and publisher of the Courier, said he got the idea for a union representative on the board after spending four years in West Germany as a management consultant. He said there appeared to be fewer labor problems in Germany, where the law requires that companies employing more than 25 people have a worker representative on the board.

"This way," Copland said, "the union knows management is not going to pull anything on them." He added, however, that there never have been any labor problems at his newspapers.

Alfred Lenardson

Berkshire Courier Publisher Copland (left) confers with new board member Benjamin.

The contract provides that an employee represented by Local 264 be elected each year to a one-year term on the board. Of the approximately 30 employees in Copland's group, nine are printers and pressmen represented by the union.

New board member Benjamin, who has been with the newspapers 16 years, said the non-union employees do not feel "left out" because "they have the same benefits we have."

Copland said the difference between his agreement and the recent election of United Auto Workers President Douglas Fraser to the board of Chrysler Corp. is that "the member must be an active employee of the newspapers, not just a union official."

Although worker representation is taken for granted in many Western European countries, Fraser is the first U.S. labor leader to participate in the management of a company with which his union bargains.

A Washington labor-management attorney, Robert J. Hickey, has filed charges with the NLRB alleging that Fraser's election violates the Taft-Hartley Act. He claims the union cannot fairly represent those members who work for auto companies in competition with Chrysler. Hickey's charge is pending in the office of the NLRB general counsel in Washington.

The Newspaper Guild's "model contract" calls for a provision stating, "The Guild shall be represented in any editorial or news conferences or boards by representatives of its own choosing."

In negotiations leading to the current labor agreement between The Washington Post and the Washington-Baltimore Newspaper Guild, the union proposed that a Guild member be appointed to the board of directors of The Washington Post Co. The company declined to bargain over the proposal, noting that it is not a mandatory subject of collective bargaining under the labor law. □

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Seattle daily and EEOC agree to settle discrimination suit

An equal employment case which began with a charge that men at the Seattle Post-Intelligencer were being discriminated against and which grew into a lawsuit involving women and minorities was settled last month in federal district court.

Under the terms of an agreement between the newspaper and the Equal Employment Opportunity Commission, the Post-Intelligencer will set aside $90,500 to compensate persons who can prove they have lost income since Jan. 1, 1969, as the result of job discrimination.

The newspaper also agreed to contribute $89,500 over a five-year period to a training program designed to meet the goals of the consent decree with respect to women and minorities.

By entering into the agreement Sept. 3, the Post-Intelligencer did not admit to any alleged violations of Title VII of the Civil Rights Act of 1964 or any other equal employment law.

Approved by U.S. District Judge Walter T. McGovern, the agreement grew out of a lawsuit filed against the company by the EEOC in 1973. The filing followed an investigation into a composing room apprentice's 1971 complaint to the agency that men were being discriminated against because they did not have the same rest breaks and lounge facilities as women.

Persons covered by the decree include:

- Men who were denied the same rest breaks as women
- Females who were required to take maternity leave at the end of their fifth month of pregnancy
- Minority job applicants who were denied employment because of an arrest record
- Minority applicants and former and present minority employees who were required to have a high school diploma to be considered for admission to apprenticeship programs
- Female applicants and former and present female employees "who were treated differently based upon sex" under company policies related to job assignments, training, promotions and transfers.

The decree states that it reflects the desire of the parties "to continue and further implement an effective employment policy" and to avoid the costs of litigation.

Those identified by an evaluation committee of company and EEOC representatives as possessing a valid claim will be compensated under a formula that limits the total amounts available to groups and individuals. For example, women who were required to take pregnancy leave at the end of five months can receive up to $1,000, but the total amount of such payments is limited to $9,900. Men with valid claims pertaining to work breaks are limited to $100 each with the total not to exceed $2,000.

The decree also sets forth employment goals and timetables for achieving such goals.

Post-Intelligencer Employee Relations Director Daniel K. White said that within three years, the company hopes women will occupy 20 percent of the jobs of copy editor, photographer, artist, engraver, mailer helper, circulation driver and district manager.

He said the company also agreed to maintain the current percentage of female employees in the jobs of reporter and printer, among others. If unions can provide a sufficient number of female "journey persons," White said the company will fill 10 percent of the press and mailer jobs with women.

(Equal Employment Opportunity Commission v. The Hearst Corp., Seattle Post-Intelligencer Division et al., USDC W.D. Wash. Civil Action No. 439-73C2) □

Canadian paper loses editions in ITU work stoppage

The Times-Colonist of Victoria, British Columbia, lost its morning and evening editions Sept. 3 when printers represented by Vancouver Typographical Union No. 226 refused to work.

The dispute was over the layoff of 24 printers which took place when The Daily Colonist (a.m.) and Victoria Times (p.m.) were combined Sept. 2 into one newspaper with morning and evening editions. The Colonist and Times were among the newspapers acquired by Thomson Newspapers Ltd. of Toronto when it assumed ownership of F.P. Publications Ltd. last January [presstime, Feb. 1980, p. 51]. (See story, p. 50.)

Nineteen of the printers who had job guarantees under a labor contract that expires Nov. 31, 1981, reported for work Sept. 2. They demanded work under the contract's "status quo" clause which calls for the maintenance of "prevailing conditions" while disputes are resolved through the grievance procedure. The printers then staged a "sit-in" and stayed in the plant overnight until the day shift reported.

Thomson filed charges with the province's labor board Sept. 3, alleging that the union was engaged in an illegal work stoppage. At the hearing, the company agreed to an expedited arbitration on the status quo issue, and on Sept. 10 an arbitrator ruled that issue was not applicable. The issue of whether job guarantees remain in effect when a publication is suspended and no work is available was scheduled for a late September arbitration hearing.

The printers returned to their normal work schedule the evening of Sept. 3. □

Recent contract settlements

Indianapolis Star and News, IPGCU: Thirty-nine month contract covering pressmen and paper handlers retroactive to March 1, 1980.

San Antonio (Texas) Light, Guild: Two-year contract covering editorial and commercial employees and truck drivers, beginning March 19, 1980.

(Details in ANPA Labor & Personnel Relations Letter No. 6, September.)

ITU bylaw on resignations found invalid

The International Typographical Union will be ordered by the NLRB to amend its bylaws as they apply to resignations from the union if the board adopts the recommended order of an administrative law judge.

In his recent decision involving the New Haven (Conn.) Register and Journal-Courier, the ITU and its Local 47, Judge Michael O. Miller ruled that the international should be ordered to rescind Section 6 of Article XIV of the bylaws and notify members of the rescission in its monthly magazine, the Typographical Journal.

Section 6 states:

> "No member may resign except upon written application, stating the reasons therefor, addressed to the local union of which he or she is a member, and with the consent of the local union. Any action by the local union upon such application may be appealed to the Executive Council as herein provided."

ITU attorney Ronald Rosenberg told delegates to the union's recent convention that the New Haven case is the first in which the international has been named as a direct party. "It is our intention to litigate that case," he said. "We anticipate that it will be necessary to go to a court of appeals in order to sustain our position."

Miller noted that in a 1975 case involving The Daily Breeze of Torrance, Calif., the board had found the bylaw gave local unions the "power to withhold consent in an arbitrary and capricious manner" [ANPA Labor and Personnel Relations Bulletin 6425, page 69].

The NLRB complaint against the ITU is based on charges filed by the Register Publishing Co. and two employees. They claim that Section 6 is an invalid restriction on the right of members to resign because it gives the local union unrestricted authority to withhold consent. By continued maintenance of the bylaw, the international violated Section 8(b)(1)(A) of the Taft-Hartley Act, the charging parties contend.

Miller agreed, stating that "the board has repeatedly held this bylaw 'invalid on its face in that it conditions a member's withdrawal on the consent of the local union, without setting an objective standard for resignation.' "

The case arose when three employees were promoted to supervisory positions and attempted to withdraw from the union. Local 47 refused to accept their applications for withdrawal on grounds that they were working in jobs within the union's jurisdiction.

Another employee later attempted to resign after he was transferred to the corporate computer center.

The four employees were informed in letters from Local 47 that charges had been filed against them for "conduct unbecoming a union member."

"You are charged with failure to remain a member in good standing, while performing work, over which the union has jurisdiction, and in so doing attempting to undermine the union's jurisdiction," the letters said.

The three supervisors, who by then had stopped paying dues, replied in writing that they had severed their membership obligations. "Their continued efforts to assert the status of non-members were ignored or rejected," Miller noted.

"Where, as here, a union's restriction on resignation is invalid on its face, it presents no bar to resignation," he said. "Under such circumstances, a member may resign by merely notifying the union of his intention to do so."

Miller also said that the law is clear that a union violates Section 8(b)(1)(A) when, as in this case, it summons former members to appear before it to answer charges relating to conduct which occurred following their resignations.

In addition, he ruled that the union coerced the company in attempting to discipline the three supervisors. "Such conduct," he said, "particularly when taken in the context of the International's bylaw prohibiting resignation except upon the approval of the local union, clearly is calculated to influence the supervisors' performance of their supervisory duties. . . ."

Miller recommended that the board order the ITU to "cease and desist from instituting, maintaining, publishing, or enforcing any rule which requires, without express standards, the consent of the local union for resignation from the union."

Local 47 should be ordered to stop coercing employees and the company and to expunge from its records all charges levied against the four individuals, the judge added.

(International Typographical Union and Register Publishing Co. Inc. and New Haven Typographical Union No. 47, JD-480-80) □

NLRB excludes three jobs from Guild unit

The bargaining unit of editorial employees represented by The Newspaper Guild of New York at The News Tribune of Woodbridge, N.J., was recently clarified by an NLRB official.

Newark, N.J.-based Regional Director Arthur Eisenberg found that the sports editor and associate sports editor are supervisors, and he excluded them from the unit.

Eisenberg also removed the secretary to the editor from the unit after concluding that she is a confidential employee within the NLRB's definition. "The board has long held that it will exclude from bargaining units those employees who assist and act in a confidential capacity to persons who formulate, determine and effectuate management policies with regard to labor relations," he noted.

But at the same time, Eisenberg ruled that the photo assignment editor is not a supervisor because he cannot "hire, fire, promote, discipline, reprimand, or effectively recommend any of these; neither can he evaluate, adjust grievances, assign overtime or approve time off."

(Middlesex County Publishing Co. and The Newspaper Guild of New York, Case No. 22-UC-76, RD 23-80)

ITU convention renews call for Guild merger

The 122nd convention of the International Typographical Union reaffirmed the mandate of previous conventions for continuation of merger talks with The Newspaper Guild "in the fervent hope that merger . . . can be brought . . . to reality in 1981."

The merger report to the delegates to the Aug. 25-29 convention in Kansas City, Mo., noted that the remaining differences between the two unions include, "but are not limited to," dues structure, servicing of local unions, membership eligibility, retiree status, strike authority and procedure.

The convention also adopted a resolution urging the merger committees of the two unions to "remain in session as often and as long as is necessary to reach a merger document."

ITU President Joe Bingel told the delegates that he has tentatively set October and November dates for the next meetings of the ITU-TNG summit and merger committees.

In a short speech to the ITU delegates, Guild President Charles A. Perlik Jr. urged them not to "succumb to the temptation" to do what his union's convention did earlier this year—that is, instruct the merger committee to reopen discussions on previously resolved issues [pressstime Aug. 1980, p. 4]. The ITU delegates subsequently rejected all such propositions.

Bingel had attended, but did not address, the Guild convention. "I just want to clear up one point," Bingel said in Kansas City, "and that is the discussion of my attendance at the Guild convention. . . . It was I who made the decision not to speak."

Bingel said there were some parts of the partial merger document "that I myself do not like and I know that the members do not like." But, he said, "we will do everything possible from here on in to get a document before you" at either next year's convention "or a special convention."

Kenneth J. Brown, president of the Graphic Arts International Union, told the convention that newspaper unions, "merger or no merger," need "a structured commitment of meetings" to identify areas in which they have a "community of interests."

In his opening address, Bingel noted that:

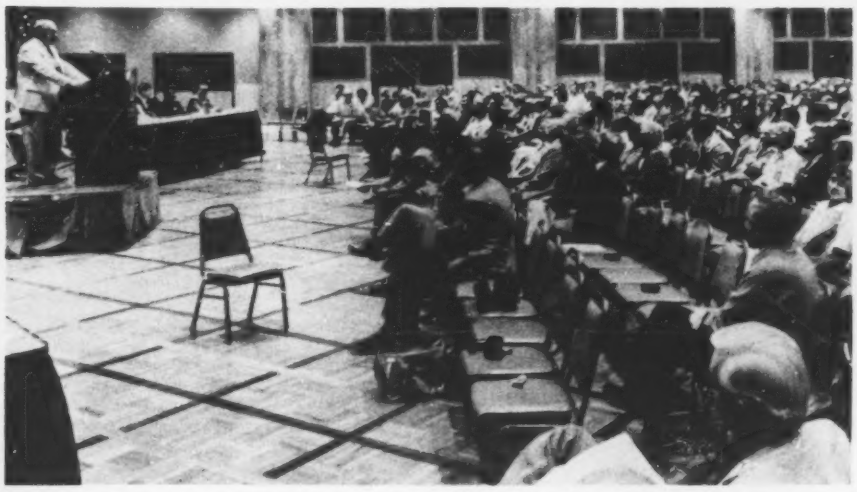
- The union's strike fund has reached its ceiling of $5 million "which will permit us to provide the protection we need in times of trouble."
- The ITU training center in Colorado Springs, Colo., is no longer scheduling classes and is being used as a production facility.
- Canadian membership has increased more than 1 percent during the past year.
- "We are now organizing in the binderies, at the docks, drivers, office clericals, in the advertising department. . . ."

The committee on organization urged local unions, "especially those representing mailing rooms," to organize circulation departments. "That is the area in a newspaper that I stress to the mailers," Vice President Allan J. Heritage said. "They must look to that circulation department to organize."

Another committee report stated: "Our members are operating equipment that creates health and safety hazards—VDTs and CRTs in composing rooms and new electronic equipment in the mail rooms. Poor lighting, bad ventilation and exposure to toxic chemicals contribute to physical and mental problems." The delegates adopted a resolution urging local unions "to seek protective language in their contracts."

No changes were made in the ITU general laws. As they had in recent conventions, the delegates rejected a proposition to amend the general laws by deleting the prohibition against suspension as a method of discipline.

Also voted down were several proposi-



Delegates approved resolutions on topics as diverse as VDT safety and presidential politics.

Guild President Perlik (left) and ITU President Bingel shared the podium prior to the convention's merger discussion.

tions designed to override the executive council's denial of strike benefits to members striking the Wilkes-Barre (Pa.) Times Leader. Benefits were denied because the members did not follow ITU procedures to obtain strike sanction.

On the last day of the convention, Bingel announced that he had just been informed that impounded ballots had been counted by the NLRB in a decertification election at the Times Leader and that the local had been decertified by a 16-1 vote. Striker replacements voted in the election.

For the first time, the convention formally endorsed a presidential candidate —Jimmy Carter. Four years ago, the convention urged members to support him but stopped short of a formal endorsement. □

NLRB elections

Lockport (N.Y.) Union-Sun and Journal, ITU: Advertising department employees voted 9-0 to decertify Buffalo-Niagara Typographical Union No. 9 as their bargaining agent. The employees had voted 5-3 in favor of the union in a 1979 election [presstime, Oct. 1979, p. 35].

(NLRB Case No. 3-RM-631)

Passaic (N.J.) Herald-News, IPGCU and ITU: Newspaper and Graphic Communications Union No. 8 has been certified to represent editorial department employees. The pressmen's local received 49 votes, with 26 cast for no union and two for Typographical Union No. 178.

(NLRB Case No. 22-RC-7805)

Pottstown (Pa.) Mercury, Guild: Business office employees voted 4-1 in favor of representation by The Newspaper Guild of Greater Philadelphia.

(NLRB Case No. 4-RC-14308)

Vallejo (Calif.) Times-Herald, ITU: Composing room employees voted 12-0 to decertify Bay Area Typographical Union No. 21 as their bargaining agent. The decertification election petition filed by the employees had been blocked by unfair labor practice charges filed by the union. The NLRB recently adopted an administrative law judge's recommendation to dismiss the charges [presstime, June 1980, p. 41].

(NLRB Case No. 20-RD-1622)

NLRB judge clears publisher in attempt to decertify union

An administrative law judge recently recommended dismissal of a complaint alleging that the Vallejo (Calif.) Times-Herald had unlawfully participated in an employee-petition to the NLRB for an election to decertify the San Francisco-Oakland Newspaper Guild as bargaining agent.

The Guild was one of five unions that struck the newspaper in 1978. The Times-Herald hired permanent replacements for the strikers and continued publication [presstime, June 1980, p. 41].

The Guild charged that the newspaper had violated Section 8(a)(1) of the Taft-Hartley Act by encouraging a supervisor, Sports Editor Richard L. Waters, to solicit employee support for the petition.

Judge Clifford H. Anderson ruled, however, that the company "bears no responsibility" for Waters' activities because he was a member of the involved bargaining unit under the terms of the last labor agreement and because he had acted independently.

In 1976, Anderson noted, the company had failed in an attempt during contract negotiations to remove from the unit the job of sports editor as a supervisory position. When the strike began, the sports editor on the staff at the time supported it. Waters was hired as a replacement.

The judge found no evidence that the sports editor classification "ever ceased to be treated as a unit or contract position." He also ruled that Waters, who never joined the Guild, was a supervisor within the meaning of the act.

Noting that Waters had "effectively recommended" the hiring of employees, the judge said "exercise of this authority alone is sufficient to render him a supervisor."

About a year after the strike began, Anderson noted, Waters had initiated a conversation with the newspaper's business manager and raised the subject of the strike. The business manager said that he could not, on advice of counsel, discuss the strike, but that he would answer any questions. Waters asked if there was any way the employees could end the strike. The business manager referred him to the NLRB's regional office.

Waters contacted the agency, obtained a decertification petition and began soliciting employee signatures. He filed the petition with the NLRB on June 25, 1979, but the election was blocked by the Guild's unfair-labor-practice charge.

In finding that the Times-Herald had neither induced, encouraged nor authorized Waters' actions, Judge Anderson stated: "I cannot say that telling an individual who is seeking to remove the union that a decertification procedure exists is encouraging or inducing him to undertake such a course of conduct. Nor was it improper to supply Waters with the board's telephone number."

An agent of management cannot become involved in procuring employee support for an anti-union petition without violating Section 8(a)(1), the judge noted. "While generally an employer is liable for the conduct of its supervisors, the situation where a supervisor is also a bargaining unit member presents a special case," he said.

Citing NLRB precedent, Anderson noted that statements made by such a unit-member supervisor are not considered by employees to be the representations of management, but of a fellow employee. The NLRB has generally refused to hold an employer responsible for the anti-union conduct of a supervisor included in the unit, he noted, in the absence of evidence that the employer had encouraged the supervisor's activities "or acted in such manner as to lead employees reasonably to believe that the supervisor was acting for and on behalf of management."

Anderson found no evidence to support a finding that employees either viewed Waters' conduct as "supervisory" or believed that he was acting for management in soliciting support for the decertification petition.

(Times-Herald Inc. and San Francisco-Oakland Newspaper Guild, Local 52, JD-SF-223-80) □

Board picks ITU over GAIU in jurisdictional dispute

A jurisdictional dispute between two unions at The Washington Post over operation of newspaper page facsimile transmitting and receiving equipment was recently resolved by the NLRB in favor of the ITU.

A three-member board panel ruled that the company properly assigned work on the scanner—also known as the reader or sender—component of an EOCOM machine, located in the composing room, to employees represented by ITU Local 101.

Employees represented by Local 285 of the Graphic Arts International Union, who operate the receiver (writer) component of the machine in the photoengraving department, had claimed jurisdiction over the scanner work.

Operation of the scanner portion was the only dispute in the proceeding under Section 10(k) of the Taft-Hartley Act, which requires the NLRB to make an affirmative award of disputed work.

Under the EOCOM system, pasteups of pages are inserted in a drawer of the scanner, which sends an image to the receiver where negatives are produced. Previously, an ITU-represented employee had hand-carried the pasted-up pages to the engraving department.

The EOCOM can be installed as a single machine, as it is at the Minneapolis Star and Tribune, but the Post decided to locate the two components in different departments in anticipation of the opening of its satellite printing plant in Springfield, Va., where another receiver would be located.

After the EOCOM was installed, the photoengravers concluded that operation of the scanner was merely a method of negative production and thus was work more akin to that in their traditional jurisdiction. They protested through their contract's grievance procedure.

The Post suggested a tripartite arbitration with the ITU, but the ITU refused to participate. The Post subsequently refused to engage in bilateral arbitration with the GAIU, whereupon the GAIU filed suit in federal district court to compel arbitration.

Meanwhile, the ITU threatened to take "concerted action" if the company made any attempt to remove the scanner work from its jurisdiction. The Post immediately filed charges with the NLRB, alleging that the ITU's threat violated Section 8(b)(4)(D) of the act.

The NLRB panel concluded that the ITU's threat established sufficient reason to bring the dispute before the board for a determination. The fact that no strike or other job action occurred did not preclude a finding that the Post "considered itself threatened with serious economic harm" unless it acquiesced in the ITU's demands, the panel said, adding that it is "irrelevant" that the party making the threat is the one presently doing the disputed work.

The panel found that neither of the two labor agreements involved covered the work. Skill was not a determinative factor, the panel found, because the process is fully automated.

The fact that photoengravers have jurisdiction over all work associated with the EOCOM at the Minneapolis newspapers was not evidence of current industry practice, the board members said.

The factor of economy and efficiency of operation, however, did favor the Post's assignment of the work, the panel decided. If the scanner was assigned to GAIU jurisdiction, additional engravers would have to be hired at a time when there was already a surplus of ITU-represented employees with guaranteed lifetime jobs, the panel noted.

The scanner does not require constant manning, the board members noted, and printers can perform other duties in the composing room when it is not in use.

The NLRB also noted the company's desire to concentrate page control in the composing room. If a receiver operator in the Springfield plant notes a defect in a negative, the composing room can check quickly to see if the pasteup is the source of the problem and, if so, immediately make a correction.

(Columbia Typographical Union No. 101 and The Washington Post Co. and Graphic Arts International Union, Local No. 285, 251 NLRB No. 26) □

Court finds union liable for damages

The Seattle Mailers Union has been found liable for $26,068.96 in damages to The Seattle Times, representing overtime and additional wages paid as the result of a work slowdown by its members.

In addition, U.S. District Judge E. Gordon West awarded the newspaper an attorney's fee of $2,925.

The Times had obtained a temporary restraining order against the union in October 1979 during a dispute over the company's decision to eliminate a work shift after two new inserting machines were installed. Production returned to normal after the order was issued, but the court left the matter open for a determination of what damages, if any, were incurred by the Times during the approximate four-week slowdown.

Judge West noted in his Aug. 29 ruling that the union produced "no evidence of any kind to even attempt to repute" figures showing the increased labor costs incurred by the Times.

(Seattle Times v. Seattle Mailers Union, USDC W. Dist. Wash. No. C79-1085S) □

Minneapolis papers struck by 3 unions

Abbreviated editions of The Minneapolis Star and Minneapolis Tribune are being published during strikes by three unions.

The Newspaper Guild and the Mailers Union struck Sept. 13 over monetary issues in their new contracts. The Machinists Union struck Sept. 15.

Other unions are honoring the picket lines and no attempt is being made to distribute the newspapers. They are being sold in the building's lobby.

The IAM and ITU mailer union contracts expired June 30, 1980.

The Guild contract covering news and editorial employees and city circulation district managers expired July 31. □

Unions, newsprint companies reach agreement

Unions and Canadian newsprint companies now have reached several agreements patterned after a two-year contract signed in late July by Abitibi-Price Inc. and members of the Canadian Paperworkers Union [presstime, Sept. 1980, p. 46].

That contract called for pay increases of from 15 to 17 percent in the first year and 9.5 percent in the second.

On Sept. 6, striking members of the Confederation of National Trade Unions returned to work at Consolidated-Bathurst Ltd.'s newsprint mill at Port Alfred, Quebec, after ratifying a 22-month contract similar to the Abitibi-Price/CPU agreement.

Meanwhile, a similar, two-year contract between the CPU and four companies making up the Eastern Canadian Newsprint (bargaining) Group—Domtar Newsprint Inc., James Maclaren Co. Ltd., Reed Paper Ltd. and Quebec North Shore Paper Co.—recently was ratified.

Comparable contracts also were recently ratified by members of the CPU at Great Lakes Forest Products Ltd.'s Thunder Bay, Ontario, mill; Boise Cascade Canada Ltd.'s Kenora, Ontario, mill; and Kruger Inc.'s Trois Rivieres, Quebec, mill. A tentative agreement was reached at Spruce Falls Power & Paper Co. Ltd.'s Kapuskasing, Ontario, mill.

Strikes by the CNTU continued at Abitibi-Price mills at Kenogami and Alma, Quebec. And a strike by CPU woodlands workers forced the shutdown Aug. 23 of Abitibi-Price's Chandler, Quebec, newsprint mill because of lack of wood supply. Talks are continuing at those mills.

In the United States:

- Abitibi Southern Corp., Augusta, Ga.—meetings scheduled to begin Sept. 22
- Bowater Southern Corp., Catawba, S.C.—agendas scheduled to be exchanged Sept. 26 and meetings to begin Oct. 14
- Kimberly-Clark Corp., Coosa Pines, Ala.—meetings with United Paperworkers International Union recessed. □

Consumption declines again in July, August; stocks high

Newsprint consumption in the United States declined in July and August compared with the same months a year ago, continuing a downward trend begun in April.

For the first eight months of the year, newsprint consumption of all U.S. users declined about 1 percent, as did consumption by U.S. daily newspapers alone.

In August, estimated newsprint consumption of all U.S. users declined 2.8 percent, compared with August 1979, while estimated consumption of U.S. daily newspapers was down approximately 3 percent.

There were five Sundays in August this year, compared with four last year. An extra Sunday would account for about 3 percent in additional consumption, according to the ANPA Newsprint/Traffic Department. Therefore, consumption this past August was actually 5 to 6 percent less than August 1979's.

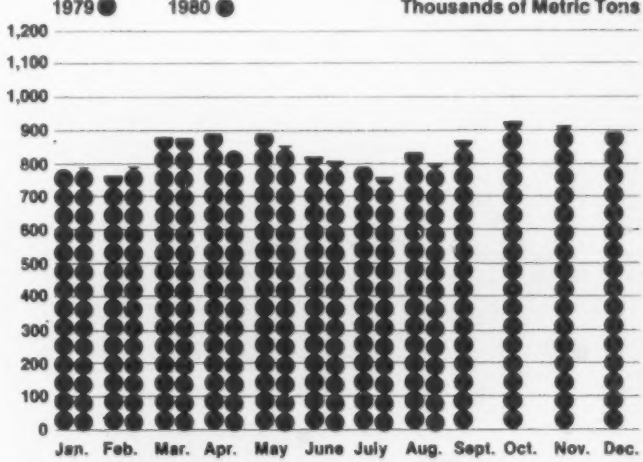
For July, estimated consumption of all U.S. users and of U.S. daily newspapers was down 3.2 percent and 2.9 percent, respectively.

In August, Canadian production was down 6.1 percent and shipments to the United States down 13.4 percent from a year ago as newsprint mill strikes there continued. U.S. production and domestic shipments increased 15.5 percent and 11.4 percent, respectively, during August compared with August 1979.

The operating rate of Canadian newsprint mills was 90 percent in August and 77 percent in July, down from 96 percent and 92 percent a year earlier. U.S. newsprint mills operated at 97.3 percent of capacity in August and 89 percent in July, compared with 97 and 91 percent, respectively.

U.S. publishers' stocks, meanwhile, were at 46 days in August 1980, compared with 35 a year earlier. However, this was down from 47 days in July and 50 days in June of this year. □

1979-80
Estimated U.S. Consumption
Thousands of Metric Tons



August 1980 figures are preliminary.
May 1980 figures are revised.

Estimated consumption of all U.S. users

	1980	1979	% Change
May totals	859,000(r)	886,000	- 3.1(r)
June totals	817,000(r)	814,000	+ 0.4(r)
July totals	761,000	786,000	- 3.2
August totals	804,000(p)	827,000	- 2.8(p)
Seven-month totals	5,746,000	5,792,000	- 0.8
Eight-month totals	6,550,000(p)	6,619,000	- 1.0(p)

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons (one metric ton = 2,204.6 pounds)
(r) = revised
(p) = preliminary

[2]Represents stocks of ANPA-member newspapers in statistical sample

Estimated consumption of all U.S. daily newspapers[1]

Region	June 1980	June 1979	%Change
Northeast	156,756	155,443	+0.8
North Central	153,124	163,894	- 6.6
South	190,075	187,438	+1.4
West	136,709	137,108	- 0.3
Circulation size			
0-25,000	53,879	55,246	- 2.5
25,001-100,000	116,276	111,226	+4.5
over 100,000	466,509	477,411	- 2.3
June totals	636,664(r)	643,883	- 1.1(r)
Six-month totals	3,858,355(r)	3,871,600	- 0.3(r)

Region	July 1980	July 1979	%Change
Northeast	138,410	146,138	- 5.3
North Central	139,472	151,074	- 7.7
South	181,522	182,314	- 0.4
West	135,652	133,231	+1.8
Circulation size			
0-25,000	53,828	52,460	+2.6
25,001-100,000	112,609	106,064	+6.2
over 100,000	428,619	454,233	- 5.6
July totals	595,056	612,757	- 2.9
Seven-month totals	4,453,411	4,484,357	- 0.7

Region	August 1980	August 1979	%Change
Northeast	146,112	149,622	- 2.4
North Central	148,645	163,458	- 9.1
South	190,552	192,121	- 0.8
West	137,168	136,762	+0.3
Circulation size			
0-25,000	51,991	59,560	-12.7
25,001-100,000	117,317	109,653	+7.0
over 100,000	453,169	472,750	- 4.1
August totals	622,477(p)	641,963	- 3.0(p)
Eight-month totals	5,075,888(p)	5,126,320	- 1.0(p)

Production

	Canada	U.S.A.	North America
July 1980	601,381	340,662	942,043
July 1979	720,364	301,037	1,021,401
Increase or decrease	-118,983	+39,625	-79,358
	-16.5%	+13.2%	-7.8%
Seven months 1980	5,148,748	2,438,800	7,587,548
Seven months 1979	5,077,497	2,084,678	7,162,175
Increase or decrease	+71,251	+354,122	+425,373
	+1.4%	+17.0%	+5.9%

	Canada	U.S.A.	North America
August 1980	691,673	373,671	1,065,344
August 1979	736,337	323,402	1,059,739
Increase or decrease	-44,664	+50,269	+5,605
	-6.1%	+15.5%	+0.5%
Eight months 1980	5,840,421	2,812,471	8,652,892
Eight months 1979	5,813,834	2,408,080	8,221,914
Increase or decrease	+ 26,587	+404,391	+430,978
	+0.5%	+16.8%	+5.2%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
July 1980	441,992	75,699	122,136	639,827
July 1979	522,630	70,001	127,224	719,855
Seven months 1980	3,663,488	580,127	913,099	5,156,714
Seven months 1979	3,687,664	552,113	820,879	5,060,656
August 1980	486,447	73,571	121,996	682,014
August 1979	538,477	80,000	129,538	748,015
Eight months 1980	4,129,935	653,698	1,035,095	5,818,728
Eight months 1979	4,226,141	632,113	950,417	5,808,671
From U.S. mills				
July 1980	321,759	——	27,738	349,497
July 1979	299,294	——	4,272	303,566
Seven months 1980	2,331,133	——	96,776	2,427,909
Seven months 1979	2,042,663	——	43,234	2,085,897
August 1980	349,522	——	21,830	371,352
August 1979	313,778	——	8,097	321,875
Eight months 1980	2,680,655	——	118,606	2,799,261
Eight months 1979	2,356,441	——	51,331	2,407,772
From North American mills				
July 1980	763,751	75,699	149,874	989,324
July 1979	821,924	70,001	131,496	1,023,421
Seven months 1980	5,994,621	580,127	1,009,875	7,584,623
Seven months 1979	5,730,327	552,113	864,113	7,146,553
August 1980	815,969	73,571	143,826	1,033,366
August 1979	852,255	80,000	137,635	1,069,890
Eight months 1980	6,810,590	653,698	1,153,701	8,617,989
Eight months 1979	6,582,582	632,113	1,001,748	8,216,443

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
June 1980	806,001(r)	41(r)	9(r)
June 1979	625,170	29	8
July 1980	792,899	41	6
July 1979	668,061	29	9
August 1980	796,731(p)	39	7(p)
August 1979	654,371	29	6
Canadian mills			
July 1980	153,728	—	—
July 1979	201,571	—	—
August 1980	183,387	—	—
August 1979	189,893	—	—
U.S. mills			
July 1980	27,222	—	—
July 1979	18,811	—	—
August 1980	29,541	—	—
August 1979	20,338	—	—

Quebec agrees to invest $101.4 million in new mill

The government of Quebec has agreed to invest $101.4 million in a $229-million newsprint mill in partnership with F. F. Soucy Inc.

The mill, under construction for the past three years, will be built at Causapscal on the Gaspe peninsula on condition that the Canadian government provides about $51 million in grants, according to Yves Berube, Quebec minister of Energy & Resources. A second location at Matane, Quebec, also is being considered.

The 160,000-metric-ton-a-year mill would be jointly owned by Soucy and Rexfor, the provincial government's forest products company, with each contributing $77 million. The additional $24 million from Quebec would be in the form of grants. If approved, the mill is expected to be completed by late 1982. □

IP ups price to $470 a ton

International Paper Co. has advised its customers it will raise the price of newsprint from $439.50 to $470 a metric ton, effective Nov. 1.

This follows notification by Bowater Inc. that it will hike newsprint prices $27.50 to $457.50 a metric ton on Oct. 1 [presstime, Sept. 1980, p. 46].

Upheaval hits Canada's newspapers

By Clark Newsom
presstime staff writer

The recent upheaval in the Canadian newspaper business has left the world's second largest country (geographically) with rival-ownership, English-language dailies in only four cities—half the number 13 months ago.

Until Sept. 25, 1979, when The Montreal Star ceased publication and left The Gazette as the city's only English-language daily, there were also competing situations in Calgary and Edmonton, Alberta; Vancouver, British Columbia; Winnipeg, Manitoba; St. John's, Newfoundland; and Ottawa and Toronto, Ontario.

Today, English-language dailies under different ownership exist only in Calgary, Edmonton, St. John's and Toronto.

(There are separate morning and afternoon newspapers under the *same* ownership in five other cities: Moncton and Saint John, New Brunswick; Halifax, Nova Scotia; Thunder Bay, Ontario; and Charlottetown, Prince Edward Island.)

After The Montreal Star folded, its parent company, F. P. Publications Ltd., was acquired by Thomson Newspapers Ltd. [presstime, Feb. 1980, p. 51].

This set the stage for a series of radical changes in Canadian daily newspapering that came to a head Aug. 27. On that date, Thomson and another Toronto-based group, Southam Inc., announced that:

- Southam had closed The Winnipeg Tribune, leaving the Thomson-owned Winnipeg Free Press as the city's only daily. Southam agreed to sell the Tribune's fixed assets to a Thomson subsidiary for $2.25 million (Canadian).
- Thomson had shut down the Ottawa Journal, leaving the Southam-owned Citizen as the only English-language daily in Canada's capital city.
- Thomson had sold Southam its half interest in Pacific Press Ltd. of Vancouver, the company producing The Province and The Vancouver Sun, and its one-third interest in Gazette Montreal Ltd., publisher of The Gazette. The $57.25 million (C) transaction left Southam as sole owner of the English-language press in both cities.

And that wasn't all. Also in August, Thomson sold The Albertan of Calgary to the Sun Publishing Corp. of Toronto, and that daily became The Calgary Sun. And in September, Thomson combined The Daily Colonist and Victoria (British Columbia) Times into The Times-Colonist. (See related story, p. 43.)

The breathtaking shakeup left some Canadians bewildered and clamoring for a government investigation, which has been launched. But the radical changes came as little or no surprise to close observers of the Canadian newspaper industry.

"Newspapers are not exempt from the laws of economics," noted K. A. Baird, publisher of the independent Kitchener-Waterloo (Ontario) Record.

Ownership of English-language daily newspapers in key Canadian cities

The executive vice president of another independent newspaper in Ontario, G. H. McFarlane of The St. Catharines Standard, put it this way: "It was just a matter of time, and the time had come to close" The Winnipeg Tribune and Ottawa Journal.

"What was unexpected," commented J. Douglas Creighton, publisher of The Toronto Sun, "is the manner in which Thomson and Southam appeared to have gotten together and carved up Canada."

Southam President Gordon N. Fisher said that what happened on Aug. 27 was "the resolution to a number of problems that had been accumulating over a period in excess of five years." Rather than carrying an implication that other newspapers will die, he said it is more likely that new ones will be started.

Neil Reynolds, editor of The Whig-Standard of Kingston, Ontario, an independent newspaper, said his personal opinion is that "these papers die, and there is great consternation, but they are not missed more than 10 minutes by anybody because they're so alike."

He, too, believes there is opportunity for "entrepreneurial journalists" to start newspapers where mass circulation is not an objective. "The same thing happened to newspapers that happened to big automobiles," he said, and there are new opportunities for "sleek, low-cost, energy-efficient newspapers."

T. Joseph Scanlon, professor at Carleton University's School of Journalism in Ottawa, said "the thing that disturbs me personally is that The Winnipeg Tribune was a good newspaper that competed on a high level" with the Winnipeg Free Press. He thinks the Sun Publishing Corp. of Toronto, publisher of The Calgary Sun, The Edmonton Sun and The Toronto Sun, might go into Winnipeg. In any event, he does not believe it will long remain a one-paper town.

Scanlon, a former Washington correspondent for The Toronto Star, said it was "a healthy development" to have The Gazette of Montreal and the two Vancouver newspapers under one owner because it was "a strange marriage" between Southam and Thomson in those cities.

Similarly, W. J. Blackburn, publisher of the independent London (Ontario) Free Press, said that better newspapers will be published as a result of the separation. He said he did not believe Southam and Thomson could have worked together in Vancouver because they have different objectives.

Arne Glassbourg

Guild members engaged in "informational picketing" at The Gazette's building in Montreal.

Professor Scanlon said he would not be surprised to see Southam combine the Vancouver newspapers as Thomson did in Victoria. However, he does not foresee any further consolidation of newspapers in Canada. Nor does Arthur Wood, former publisher of the Ottawa Journal.

The series of closures and transactions brought angry denunciations from newspaper unions. All four international presidents of the graphic arts unions signed a statement deploring the "medium massacre."

And in its investigation which began Sept. 8, the Canadian government said it is seeking evidence to determine whether Southam and Thomson had run afoul of the Combines Investigation Act. Under that act, the signatures of only six Canadian citizens are required to trigger an investigation.

Agents of the Bureau of Competition Policy, an agency within the Department of Consumer and Corporate Affairs, are inspecting business records seized in the corporate offices of the groups and at several of their properties.

Paul Mitchell, spokesman for the bureau's manufacturing branch, said the material will be analyzed in Ottawa; then officials will decide whether to question witnesses. "This may take months," he said.

There are two offenses under the act: conspiracy to unduly lessen competition, which is punishable by up to five years' imprisonment and/or a fine of up to $1 million; and creating a monopoly operated to the detriment of the public, which carries a maximum penalty of two years' imprisonment with no specific fine.

The investigation, Mitchell said, will end one of three ways: (1) no evidence of any violation of the law will be found, and the bureau will recommend that the inquiry be dropped; (2) evidence will be found, and the matter will be referred to the attorney general; or (3) the case will be turned over to the Restrictive Trade Practices Commission which would "most likely" hold a public hearing.

Southam and Thomson have denied any violation of the act and are cooperating in the investigation.

This investigation is separate from another being scheduled by a royal commission to examine the effects of concentration of newspaper ownership.

In a 1976 landmark decision, the Supreme Court of Canada found K. C. Irving Ltd. and three subsidiaries not guilty of setting up newspaper monopolies contrary to the Combines Investigation Act.

The court said it was not enough that Irving interests owned or completely controlled all five English-language dailies in New Brunswick. It must also be proved that such control is against the people's interest, the court said, and the crown had not shown sufficient detriment or damage [ANPA General Bulletin, Dec. 1, 1976, p. 256]. □

To desegregate newsrooms, simple: Hire minority editors

By Nancy Hicks

For all the headaches and heartaches —and hard work and good will—that have been our experience over the past 10 years, the numbers of minority journalists in managerial positions in American newspapers is still dismally small. One minority editor, one managing editor, and a handful of a.m.e.'s—in short, enough to run one round-the-clock newspaper in a major American city.

The need for minority editors and managers in American newsrooms is clear—and has been since 1968, the year of the assassination of Martin Luther King and the violent expression of outrage that followed in our cities.

That same year, the Kerner Commission issued its report on the causes of our urban cataclysm: substandard housing, unemployment, poor education, the usual. But buried in the Kerner Report is what was perhaps the most significant cause of racial intolerance and misunderstanding yet brought forward for debate —a segregated American press. Kerner took the position that a major factor feeding the discontentment and resentment of American blacks was what they read about themselves in the nation's newspapers and what they saw about themselves on the nation's television.

What Kerner also conveyed was what I regard as the American press' dirty little secret: that the story of our nation's minority populations was not being told because the press had only a token number of nonwhite reporters and an all but nonexistent number of nonwhite editors. The effort to correct this is well-known. There followed the era of frenzied attempts to hire minority journalists. In the space of hours, mailroom clerks, secretaries, circulation personnel received their battlefield commissions and sped full steam ahead to the nearest burning supermarket. But it was a start, and before you knew it, the minority journalist was a fact in the news business. The minority reporter, that is.

But what of the minority editors that Kerner urged? Where are the nonwhite decision makers who are needed to shape the coverage of our news with the same detachment and even-handedness that is taken for granted in the coverage of the world at large? Where indeed? There are almost no minority editors. In short, Kerner was only half-heeded, and the unheeded half—the call for more minority editors—must now be heard and answered.

Of course, if we play the numbers game, we can pat ourselves on the back about the progress we've made. We can talk about the fact that since 1968, the number of minority journalists has grown from 400 to 2,300 today—even though 19 of every 20 professional journalists in America are white and 99 of 100 managers are white. We can talk about the fivefold increase in professional minority employment. But if we do, we must keep in mind that this increase accompanied an expansion in the newspaper business which saw 6,700 white professionals hired between 1978 and 1980 and only 600 minorities.

Today, 5 percent of the nation's 47,300 newsroom professionals are members of minority groups. But more than half of the 1,750 daily newspapers have no minority journalists employed at all.

Let's look a moment at what a minority journalist finds when the door to the newsroom is finally opened. The survey of Jay Harris of the Gannett Journalist Center shows that in the typical American city room, approximately half of the white journalists are reporters—the foot soldiers in the profession. Sixteen percent of whites are executives—the officer corps. What about nonwhites?

Jay's survey shows that for minority journalists, two-thirds are reporters—foot soldiers—and only 6 percent are executives. This differential is not a matter of experience alone. Twenty percent of nonwhite journalists have more than 10 years of daily newspaper experience.

A logical next question, I suppose, is why should anyone make such a fuss about the newspaper business in the first place?

I believe Dr. Kenneth Clark put his finger on it when he said leadership in the American newspaper industry is power. Minorities and whites are engaged in a friendly but real power struggle over how to tell America's story.

Five percent of the nation's 47,300 newsroom professionals are members of minority groups. But more than half of the 1,750 daily newspapers have no minority journalists employed at all.

The story so far has been, lamentably, that minorities are less intelligent and more violent than whites, less hard-working and more inclined to take handouts than whites, less serious and a lot keener about drugs than whites, less able but on the whole better basketball players than whites. Newspapers have come a long way in correcting these portrayals since Kerner, but the problem is still a pervasive one.

In a Wall Street Journal piece this summer, on the growth of the marijuana business, there was this paragraph:

"The market for marijuana has undergone a radical transformation and enlargement in the last two decades. Many pot historians trace the origin of

Hicks, a former New York Times reporter, is president of the Institute for Journalism Education and headed its 1978 and 1979 Summer Program for Minority Journalists. She has been a regular panelist on the public television news program Washington Week In Review and is the author of two books and numerous magazine articles. She lives in Oakland, Calif., with her two children and husband, Robert Maynard, editor of the Oakland Tribune/East Bay Today. This article is adapted from Hicks' recent speech to the ASNE Regional Conference for Minority Journalists at Pennsylvania State University.

today's wide use to participation of college activists in the 'Freedom Marches' in the South for integration during the 1960s. The collegians borrowed the practice from black laborers and brought it back to their Northern campuses, where it soon became a fad and then, much more than a fad."

Well, I ask you. Do you suppose a black reporter would have come up with that kind of information? And more importantly, do you suppose a black editor, even on the worst day of his career, would have allowed such a fabrication to appear in his news pages? No!

But let me pose this question:

Would a white editor who had read this Wall Street Journal article a half hour before he was to interview a candidate for an assistant city editor's job, a candidate who happened to be black—would this editor be able to conduct the interview without this lingering image affecting his view of the person on the other side of the desk? I think not. Which, like the dog that chases its tail, leads us to the point we are at now. And a frustrating, paradoxical point it is. It is a point we will be stuck on for years to come because misportrayal of minorities in the news columns reinforces all the negative perceptions that editors have had about minorities all along. And with a mind full of negative perceptions, it is difficult for an editor to make a detached evaluation of a minority job candidate.

The solution is far from complex. If you want minority faces in your newsroom, don't hire a reporter. Hire an editor. That editor will be able to find you lots of minority reporters.

Why should you hire an editor? Why should minorities get a shot at leadership positions in the industry? Because minority professionals have earned the right to exercise leadership in this business. We have also earned the right to expect that leadership roles will be available to us if we aspire to them, if we understand the nature and dynamics of taking charge, if we are able to operate in a climate governed only by the usual judgments related to getting ahead.

Why have we earned this right? Because it is a right that every white male who enters this business takes for granted from the moment he takes his first job.

We at the Institute for Journalism Education have learned that you can have your will if you insist, even in the nicest possible way, on what is yours. We had only to look at the examples of the voting rights struggle in the South and the fight by Latins for bilingual education to realize that you don't have to win every battle to win the war. In fact, we lost a few battles ourselves.

The institute wasn't always the strong, healthy organization it is today. We were born in the ash of the Michele Clark Fellowship Program for Minority Journalists, which Columbia University killed in 1974. Columbia said we had fulfilled our purpose, that there was no longer a need for the kind of total immersion training that a handful of minority journalists were receiving for 11 weeks every summer.

We have the distinct impression that Columbia thought we had fulfilled our purpose because there were no longer any urban riots and the heat was off the newspaper industry to hire minority professionals. So, we pondered our fate. At that moment, a bare hour after the graduation of the last class at Columbia, John Quinn and Jerry Sass of Gannett took aside the faculty of the 1974 program and said, "Here's $25,000. Find yourself a home and get this program going again."

That's what happened. The faculty went to work, raising money and looking for a home, which we found in 1975 when we were invited to install the program at the University of California, Berkeley.

When, in the summer of 1976, we reopened the program—which we renamed the Summer Program for Minority Journalists—we did so under the moral mantle of a pledge that the work we were doing was too important to be allowed to wither and die—for any reason.

The summer program trained its fifth class at Berkeley this summer, and the 19 reporters are on their way to daily newspaper jobs.

In 1977, we nine journalists with our moral mantle established the institute as the incorporated umbrella under which the summer program was to operate, and in 1978 we sponsored the National Conference on Minorities and the News. That conference, which was held in Washington, D.C., brought together civil rights and community leaders, academics, minority journalists and newspaper editors to talk about the future of minorities in the newsroom. It was a public breakthrough —the first time everyone who has a genuine stake in the future and welfare of minorities in daily newsrooms had the opportunity to have his say in a setting that guaranteed that his view and insights had lasting weight.

From that conference emerged the "2000 goal" which attempts to see that professional minority populations in newsrooms mimic that of the country as a whole by the turn of the century. It is a goal adopted by ASNE and the Association for Education in Journalism.

Two months before the conference, there was a not-so-public meeting that may have been more conceptually important than the conference itself. In planning the national conference, we accepted an invitation from Dick Smyser to come to Oak Ridge for a brainstorming session. Besides us, were Dick and members of his ASNE Committee on Mi-

norities and Jay Harris of the Gannett Journalism Center. What we accomplished in just a couple of days in Oak Ridge was truly astounding. Until then, our experience with editors had by and large been this: "We'd love to hire more minority journalists, but we can't find anyone qualified." But in the course of a few hours, we were able to agree that the case actually was one of inadequate demand for minority journalists rather than inadequate supply. Using Jay Harris' statistics, we showed that in fact, supply was far greater than anyone had guessed and that for real progress to be made, editors were going to have to step up their demand for them.

It was as simple as that. By reversing the formula, the burden for this job was given back to the industry, which began assuming the responsibility for changing the employment picture. Today, there are more minority journalists than ever.

The institute is helping this process along with its JOB NET employment agency based in Washington, D.C. Some 40 minority journalists—experienced and inexperienced—have found jobs through this clearinghouse that brings together editors looking for minority talent and minority journalists looking for work. Both sides of the demand equation have been helped by this service.

It has become clear, however, that if we continue to try to solve this problem by pushing people into the industry at its bottom ranks, we will miss our 2000 goal.

We at the institute have always believed that the key to true desegregation lies in appointing minority editors. Until this year, we did not have an example to prove our point. I think it is safe to say we have one now in Bob Maynard's editorship of the Oakland Tribune/East Bay Today.

Bob is the only minority editor of a major metropolitan daily. He came to a newspaper that, 13 months ago, was declining. He and his staff designed and launched a brand new morning newspaper in 66 days. He hired 40 new people, half of them minorities. He has minority professionals in leadership or supervisory roles on every desk. And the newspaper is growing. Its net circulation gain has exceeded 39,000 in the 13 months since he took over.

Much of the success of the newspaper has to do with the portrayal of nonwhite people in the newspages. But all readers —white and black—have gained a sense that the issues affecting their lives will be treated fairly in the newspaper. Fair news—not boosterism—has proved to be good business.

But it has been a long path—both for minorities in general and Bob Maynard in particular.

We at the Institute for Journalism Education have tried to shorten the path for many of the experienced journalists who are looking to newsroom management as a future. This summer, in Tucson, 10 experienced reporters completed our new editing program for minority journalists. For six weeks, the trainees published a laboratory newspaper, learning copyediting and makeup. They polished their new skill on the desks of the Tucson Citizen and Arizona Daily Star. They spent another week studying leadership techniques and newspaper economics. They were all placed in newspaper jobs, and they are on track for running a newspaper sometime in the future.

We have found that there are many bright, experienced journalists who could go onto the desks, if someone would believe in them and give them a chance to develop their potential.

How do we desegregate the news business?

By hiring editors. How do we do that? Simply by offering the jobs and going out to find the people to fill them. □

Fewer black newspapers serving U.S. readers

There has been a 22.5-percent decrease in the number of black newspapers in the United States since 1974 coupled with a 33.6-percent decline in circulation, according to a new study.

Henry G. La Brie III, coordinator of the Afro-Journalism Program at Boston University and a researcher of the black press, reported that as of Jan. 1, 1979, there were 165 black newspapers published in 34 states and the District of Columbia, compared to 213 in 1974.

Total circulation stood at 2,901,162, down from 1974's 4,369,858.

La Brie published his findings in *A Survey of Black Newspapers in America*, a 72-page book that lists black publications and analyzes trends in the field.

"One of the problems the black newspaper has faced is legacy," he said. "When the publisher has died, often the newspaper has died with him."

Another problem, La Brie said, is today's economy. Corporations that previously bought advertising in a given black newspaper because of "social responsibility now do so "only when it can clearly prove to the advertiser that it is a successful enterprise."

The book costs $6 per copy; discounts are available for libraries and wholesalers. Orders can be placed with Mercer House Press, P.O. Box 681, Kennebunkport, Maine 04046. □

NY Times agrees to $549,000 settlement in bias suit

An out-of-court settlement of a class-action racial discrimination suit against The New York Times is expected to be approved by a federal district judge this month.

The Times agreed to deposit $549,000 in a local bank to create a fund for payments to nonwhite class members and for the establishment of a training program.

The fund will be divided into two parts, with $260,000 going to individuals covered by the suit over a three-year period, and $289,000 to be used over the next seven years "to further equal employment opportunities in the newspaper industry."

The newspaper will pay legal costs approved by Judge Charles M. Metzner and during the term of the agreement will finance four scholarships in journalism for minorities.

The settlement provides for no damages, back pay, promotions or reassignments.

Black, Hispanic and Asian employees had filed the suit against the Times six years ago.

Ways newspapers can assure diversity, no unintended bias

Christy C. Bulkeley

(Editor's note: The following are ideas for newspapers to spur diversification and guard against unintended bias in their internal operations and in their dealings with their communities. They were compiled by Christy C. Bulkeley and presented at the Aug. 26 New York State Publishers Association meeting in Saratoga Springs. Bulkeley says the list, which is not meant to be all-inclusive, has grown out of work by several persons active in this field, including past chairmen and chairwomen of the ASNE Minorities Committee. Many of the ideas surfaced during workshop discussions involving both minority and white staffers from all departments of newspapers. Not all of the ideas will work or are necessary at every newspaper, Bulkeley acknowledges, but all have worked and helped more than once.)

- ☆ Develop lists of minority community contacts for news staff use (churches, business and labor, schools, other professionals, civic clubs and volunteers).
- ☆ Seek businesses owned/managed by women and minorities. (Don't forget variety of janitorial services, circulation rack repairs, florists. Often a little money spent at one of these has greater public relations impact than the same amount at the usual place.)
- ☆ Post job openings.
- ☆ Let minority staff members know first of anticipated openings so they can get the word out on minority grapevine.
- ☆ Inventory pix in paper: Do they reflect the population mix? (Regular updates needed—analyze why and why not to help determine action needed.)
- ☆ Minority church pastors and minority funeral directors can help with weddings and engagements, funerals, carrier and entry-level job candidates, happenings.
- ☆ Community service dollars: going to traditional establishment charities and organizations? reaching a fair share of non-traditional or newly identified community needs? People unused to management dollar support can make the money go much further than those who get the support routinely (and perhaps no longer are asked to account for it or re-justify the need).
- ☆ Community service: Is some of each manager's time invested in organizations providing contact with segments of the community not part of their every-day routine?
- ☆ Do job descriptions or definitions identify goals of jobs, traits needed and skills that can be taught? (How much typing does a classified advisor really need, compared with knowledge of prices, potential audience for the ad, etc.?)
- ☆ Do personnel evaluations identify strengths, weaknesses and ways to deal with both, including commitment from supervisors and management to follow through?
- ☆ Vacation fill-ins offer chances for employees to try other jobs, possibly even in another department. (Posting vacation lists in advance lets employees "bid" for fill-in opportunities.)
- ☆ Committees and task-forces offer opportunities to find and develop leadership and management abilities, chances to work with people from other departments.
- ☆ Tuition and workshop reimbursements should be reflecting fair cross-section of your staff. If not, why not?
- ☆ Speeches to community groups should reflect a cross-section; may need to seek opportunities (for traditional managers to speak to, for instance, women's service clubs, non-traditional managers and professionals to speak to men's service clubs, church groups, etc.)
- ☆ Need to know turn-over in job categories—to help local contacts know what opportunities exist and about how often for jobs filled from local market; to help management identify opportunities to improve the mix.
- ☆ Industry information needs to be readily available to all. Reading rack in lunchroom getting E&P, presstime, material from NAB, INAE, ICMA, etc.?
- ☆ Check whose professional organization dues and expenses are being paid . . . and whose aren't.
- ☆ Must "dead end jobs" remain that way? Can abilities used transfer to other jobs or indicate possibility for success?
- ☆ How's the mix of people who visit with your news staff at after-work discussion sessions?
- ☆ Ask your minority staff members and community contacts to help with any or all of this.
- ☆ Are non-traditional organizations getting a fair share of nuts and bolts space? Check black legion, fraternal and civic news . . . or be sure they're included in "how to do it" workshops, executive visits with the community, etc.
- ☆ Are communitywide agencies diversified—the Chamber of Commerce, United Way and other "big" boards? If not, are you working to help fix?
- ☆ What about the country club and other places where company money and time are invested?
- ☆ Who has access to the publisher? Where? Will those contact points work if the next publisher happens to be female or minority?
- ☆ Where do you get part-time stuffers for the mailroom? Is the crew mixed?
- ☆ What about high school kids clerking in the newsroom or business office? If routine contacts aren't helping, find the English teacher, coach, music teacher or other "guru" to help.
- ☆ What non-newspaper experience translates into credentials that indicate possible success in newspaper jobs? Do your application forms seek that kind of information?
- ☆ What kind of age mix is represented in

Bulkeley, publisher of The Commercial-News, Danville, Ill., is immediate past chairwoman of the ASNE Minorities Committee, former national president of Women in Communications Inc. and currently chairwoman of the ANPA Editorial Advisory Committee.

your newsroom? What gaps does that leave in likelihood of picking up tips, providing contacts that lead to news stories or information? Do your activities fill those gaps—at least until your hiring can correct?

- ☆ Do your promotion materials reflect diversity?
- ☆ Do you consider an employee's outside activities in looking for signs of interests and abilities?
- ☆ Review wire budgets regularly. Do selections used reflect information needs of whole community?
- ☆ Advisory boards, coffee klatches, accountability or ascertainment visits all help broaden perspectives.
- ☆ Watch mix in news library and other subscription lists (special interest publications as well as newspapers).
- ☆ Check handling elsewhere when you suspect traditional values interfered with broader understanding and handling of events or issues stories.
- ☆ What tickets did the newspaper pay for in the last year? Can the mix be improved? Remember the pancake suppers in the countryside as well as the inner city fellowship house.
- ☆ Is the carrier force mixed? How is turnover in the poor neighborhoods? Does increase in parents working or lack of second parent suggest reducing the number of carriers assigned to a district manager or the size of routes?
- ☆ Are sources referring a mix of candidates to you, whether for jobs or routes or help? Need other sources; or straight talk with current ones?
- ☆ Have you a basis *in fact* for advance-pay carrier routes or other deviations from normal practices in poor or minority neighborhoods? Are those facts applied equally elsewhere?
- ☆ Do the white men who work for you understand that creating regular channels for evaluation, contact, etc., offers benefits for them, too, if they're as talented as the other people?
- ☆ Watch for patterns of unconscious bias among supervisors and managers—pushing one type of employee for promotion, training etc., far more than others represented in work force; steering overtime toward one group; taking complaints more seriously from traditional groups or neighborhoods than from others; overlooking equivalent credentials of non-traditional applicants or value of mixing the patterns. □

Union agreement aids Cleveland Press

Members of Cleveland Typographical Union No. 53 have agreed to a one-year wage freeze in their labor contract with a prospective buyer of the Cleveland Press.

Joseph Cole, chairman of Cole National Corp., is negotiating with other unions at the newspaper, seeking approval of conditions he has laid down for the purchase [presstime, Sept. 1980, p. 49].

Haven Combs, president of the ITU local, said the members voted 90-19 Sept. 21 "to save the paper."

The current contract with the Press calls for weekly increases of $22 at the start of 1981 and 1982, plus a cost-of-living increase. Combs said members agreed to extend that contract, while forfeiting the 1981 increase and accepting 5 percent increases in 1982 and 1983. □

Recent acquisitions

Newspapers of New England Inc., Concord, N.H., acquired the Valley News of Lebanon, N.H.-White River Junction, Vt., daily circulation 13,363.

Evening News, Sault Ste. Marie, Mich., acquired the Cheboygan (Mich.) Daily Tribune, daily circulation 4,330. □

Panax Corp. liquidation OK'd by stockholders

A plan to liquidate the assets of Panax Corp. [presstime, Sept. 1980, p. 49] was approved by stockholders Aug. 28 as scheduled.

At the same time, the stockholders approved the sale of three Michigan dailies and two weeklies to Thomson Newspapers Inc. of Toronto for a reported $21.5 million.

Thomson began publishing The Iron Mountain News, Escanaba Daily Press, The Mining Journal of Marquette and the two weeklies—The Copper Nugget of Houghton and The Weekly Press in Escanaba—the first of September. □

New Chicago p.m. may be in offing

Newspaper consultant John Malone is so "bullish" on the newspaper business that this month he hopes to nail down financing for a new daily newspaper in Chicago.

Despite the death of two Chicago p.m.'s in the past decade, Malone said there is a market among the city's 700,000 daily commuters for an afternoon or all-day newspaper.

"The two morning newspapers sell only about 100,000 copies to people going home," Malone noted. "There would be a market for up-to-the-minute news."

Malone has formed a corporation, Periodical Ventures, with Chicagoans Jerome Whiston, Christopher K. Thomas and Richard N. Eiger. Malone reported the group already has located a building "near two major commuting stations" for downtown newspaper operations and also plans to use a suburban facility for home delivery.

Malone said it will take between $10 million and $20 million to get the first edition of the paper on the streets, and timing depends on how soon he can get a press. A combination of equity, bank financing and lease arrangements is being put together to fund the new venture, he said. □

Aug. 18: the final Final?

Citing computer problems and lack of money to compete in an expanded afternoon newspaper market in New York City, officials of The Wall Street Final suspended publication Aug. 18—two days after its two-month anniversary [presstime, July 1980, p. 59].

Publisher Michael Goldstein told presstime, however, he is confident publication will resume. □

WSJ considers magazine

The Wall Street Journal is considering publication of a magazine covering such topics as personal investment, travel and entertainment. Although "very tentative at this point," publication by the end of the year is "conceivable," said Everett Groseclose, a spokesman for Dow Jones & Co. Inc. □

Hanson explains coverage of First Amendment Insurance

The nuts and bolts of the First Amendment Insurance program [presstime, July 1980, p. 59] were explained in a gathering of First Amendment lawyers in Washington.

Arthur B. Hanson, Mutual Insurance Co. Ltd. U.S. general counsel, said at the Aug. 19 meeting that:

- The insurance, designed basically to cover legal costs associated with defending or bringing to court First Amendment cases, does not apply to friend-of-the-court briefs.
- The policy covers judicial challenges of statutes which inhibit First Amendment rights but does not cover lobbying.
- In antitrust cases, the policy covers only expenses related to any "significant First Amendment issues" that arise.
- Coverage extends to leased as well as owned cable television operations.

Hanson, who also is ANPA general counsel, told the ANPA Board of Directors Sept. 11 that as of Aug. 28—five months into the First Amendment Insurance program—269 media entities had purchased the insurance. Most are newspapers.

For comparison, Hanson noted that at the end of the first year (1963) of Mutual's *libel* insurance program there were only 151 daily newspapers in it. Today there are about 1,840 entities in that program. □

Newspaper Week observance Oct. 12-18

Announcement of a national essay contest on the theme "A Free Press Safeguards My Freedom" will highlight National Newspaper Week Oct. 12-18.

Newspaper Association Managers, which sponsors the annual observance, is suggesting that newspapers stage local contests, with winners advancing to statewide competition conducted by state press associations.

The state winners will then compete for a national $1,500 first prize.

Donald M. Fitzgerald of the Kansas Press Association, chairman of 1980 National Newspaper Week, said essays must not exceed 1,000 words. Entries in state-level competition should be in hand by Dec. 5, and winning state essays should be submitted to Eugene Carr of the South Dakota Press Association by Jan. 20 for national judging.

Fitzgerald said Newspaper Week promotional kits (including information about the essay contest) are still available for $1.65 each by calling him at (913) 233-7421 [presstime, Aug. 1980, p. 48]. □

Office workers trained as newsroom fill-ins at Chicago Sun-Times

In the face of the Chicago Newspaper Guild's formation of a strike committee, the Chicago Sun-Times is training non-union office employees to use VDTs and fill newsroom jobs.

The Guild's contract covering editorial employees expired May 31, and the union has voted to authorize a strike.

Management and union negotiators are meeting regularly and have agreed to federal mediation.

Sun-Times Executive Vice President Charles D. Fegert said the newspaper is making plans to publish in the event of "an unwanted strike." While he doesn't anticipate a walkout, Fegert noted that it is not unusual for a newspaper to prepare for the unexpected.

The Guild has dubbed the training program a "scab school." □

Indiana University slates seminar on electronic news

Indiana University will hold its first conference on electronic news delivery Nov. 5-7.

Discussions will focus on journalistic and public-policy implications of developing electronic systems such as teletext and videotex.

For more information, contact Professor John Ahlhauser, School of Journalism, Ernie Pyle Hall, Indiana University, Bloomington, Ind. 47405. □

'Shoe' **By Jeff MacNelly**

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Robert F. Erburu of Times Mirror Co. elected to Board

Robert F. Erburu, president and chief operating officer of The Times Mirror Co., has been elected to the ANPA Board of Directors to fill the unexpired term of Len H. Small, who was killed in an automobile accident in March [presstime, April 1980, p. 4].

Robert F. Erburu

Erburu's election by the Board Sept. 12 to the term expiring in April 1982 is subject to ratification at the Association's annual business meeting during the 1981 ANPA Convention May 4-6 in Chicago.

Erburu joined Times Mirror in 1961 as general counsel and secretary. He has held various executive positions with the firm since then.

A native of Ventura, Calif., and resident of Los Angeles, Erburu holds a journalism degree from the University of Southern California and a law degree from Harvard University. Erburu, 50, is married and has two children. □

The first-ever training conference for newspaper trainers drew 68 participants representing 56 newspaper organizations to the Chicago Marriott Hotel. Sponsored by ANPA and the Newspaper Personnel Relations Association, the conference included presentations on training fundamentals followed by topic discussions. Discussing "Management Development in the Newsroom" were (from left) moderator Giles E. Padel, Harte-Hanks corporate manager for training and development; Jennifer Allen, executive editor of the Corsicana (Texas) Daily Sun; Gloria Brown Anderson, managing editor of The Miami News; C. Randall Heuston, features editor of the Quad-City Times, Davenport, Iowa; and Paul N. Pohlman, co-director of Management Institutes, Human Resources Center at the University of Chicago. Robert L. Burke, ANPA director of readership and training, said because the response to the seminar was so favorable, its sponsors will probably schedule a similar meeting for 1981.

Convention mailout set

Although it may seem that you stepped off the plane from Honolulu only yesterday, the 95th Annual ANPA Convention at the Hyatt Regency Chicago is a mere seven months away.

Mark these dates on your calendar: May 4-6, 1981.

And look for a pre-Convention mailout which will be sent to you shortly.

ANPA, PNPA form liaison committee

A liaison committee has been established between ANPA and the Pennsylvania Newspaper Publishers Association in an effort to "build a stronger bridge" between the two organizations.

According to ANPA Director/Membership Development Harry W. Edwards, the new committee may serve as a model for similar panels between ANPA and other state associations.

Pennsylvania ranks first among all states with 75 ANPA-member newspapers, Edwards pointed out.

"We're doing a lot of things that state association members—many of which are weeklies—probably would be interested in, but they may not know about them," Edwards said. "Our new Telecommunications Department is one example. There is considerable newspaper interest in cable television."

The liaison committee is comprised of four Pennsylvania executives of newspapers that belong to both ANPA and PNPA: Charles M. Meredith III, publisher of The Free Press in Quakertown and an ANPA director; Paul Eyerly III, publisher of The Morning Press in Bloomsburg; Uzal H. Martz Jr., publisher of the Pottsville Republican; and John L.S. Northrop, president and publisher of the Observer-Reporter in Washington.

Both ANPA and PNPA will provide staff support for the committee. □

New members

Amsterdam News

New York City (circulation 45,000). John L. Procope, publisher.

The News - Journal

Raeford, N.C. (circulation 3,185). Paul Dickson, publisher.

The Times

Gainesville, Ga. (circulation 20,945). Don C. Newton, general manager.

Neuharth fulfills pledge

With his address to a group of New England news executives in late September in Maine, ANPA Executive Committee Chairman Allen H. Neuharth completed his early 1978 pledge to speak in all 50 states during his time as an ANPA officer.

The chairman and president of Gannett Co. Inc. made the pledge shortly before his election as chairman and president of ANPA, a post he held until last April. □

speeches

John C. Quinn

Albert E. Fitzpatrick

Harold A. Williams

Charles D. Ferris

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **The Future of the Media.** Allen H. Neuharth, chairman, ANPA Executive Committee, and chairman and president, Gannett Co. Inc. National Association of Broadcasters Third Executive Forum, Fredericksburg, Va., Sept. 16.
- **A Message for Photojournalists and Editors.** John C. Quinn, senior vice president and chief news executive, Gannett Co. Inc. National Press Photographers Association Convention, Rochester, N.Y., July 1.
- **A Challenge to Survive.** Donald B. Towles, vice president and director of public affairs, The Courier-Journal and The Louisville (Ky.) Times, and president, International Newspaper Promotion Association. INPA Europe Division Conference, London, Sept. 11.
- **The Dark Side of Progress.** Cameron Smith, executive editor, The Globe and Mail, Toronto. Global Conference on the Future, Toronto, July 23.
- **The Need for a Free Press in Africa.** Albert E. Fitzpatrick, assistant editor, Akron (Ohio) Beacon Journal. UNESCO's Intergovernmental Conference on Communication Policies in Africa, Yaounde, Cameroon, July 24.
- **Major Issues of the 1980's: First Amendment Implications of New Communications Technology.** Douglas R. Watts, staff attorney, ANPA. Association for Education in Journalism annual convention, Boston, Aug. 10.
- **Improvements in the Newspaper Business.** Jack Kauffman, president, Newspaper Advertising Bureau. Automotive News World Congress, Dearborn, Mich., July 28.

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From the Inland Daily Press Association Circulation Manager's School, Chicago, Aug. 20-25:

- **Marketing the Newspapers.** Artnur Diaz, vice president and general manager, Paddock Publications, Arlington Heights, Ill.
- **Improved Order Production—Quantity and Quality.** Ron Anderson, circulation director, Gannett Rochester (N.Y.) Newspapers.

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From the Maryland-Delaware-D.C. Press Association Summer Conference, Ocean City, Md., Sept. 12-14:

- **The Great Baltimore Fire—As It Happened and as H.L. Mencken Reported It.** Harold A. Williams, editor, Baltimore Sunday Sun.
- **News by Cable TV: Boon or Bane.** Charles D. Ferris, chairman, Federal Communications Commission.

ANPA calendar

October

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Oct. 6-10

ANPA Labor and Personnel Relations Committee meeting
Capital Hilton Hotel, Washington, Oct. 7

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 7-10

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, Washington, Oct. 8-9

ANPA/International Circulation Managers Association/Institute of Newspaper Controllers and Finance Officers Circulation Computer Systems Symposium
Chicago Marriott, Chicago, Oct. 8-10

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Hotel Bonaventure, Montreal, Oct 9-10

ANPA Postal Committee meeting
Radisson Ferncroft Hotel and Country Club, Danvers, Mass., Oct. 16

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Oct. 20-24

ANPA/International Newspaper Promotion Association Strategic Planning Seminar
Houstonian Inn, Houston, Oct. 26-29

ANPA Management Development Workshop
Fairmont Hotel, Philadelphia, Oct. 27-31

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Oct. 27-31

ANPA Research and Production Committee meeting
O'Hare Hilton Hotel, Chicago, Oct. 28

November

ANPA Circulation Committee meeting
Fairmont Hotel, San Francisco, Nov. 6

ANPA Executive Committee meeting
The Washington Post, Washington, Nov. 10

ANPA Estate Planning Seminar
Fairmont Hotel, Philadelphia, Nov. 12-13

ANPA News Research Committee meeting
L'Enfant Plaza Hotel, Washington, Nov. 13

ANPA Newsprint Committee meeting
L'Enfant Plaza Hotel, Washington, Nov. 14

ANPA Labor Negotiators Seminar
Hyatt Burlingame Hotel (at San Francisco International Airport), Burlingame, Calif., Nov. 16-19

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Nov. 17-21

ANPA Convention Arrangements Committee meeting
Hyatt Regency Chicago, Chicago, Nov. 24

December

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Dec. 1-5

ANPA Board of Directors meeting
Waldorf-Astoria Hotel, New York City, Dec. 3-4

ANPA Foundation Board of Trustees meeting
Waldorf-Astoria Hotel, New York City, Dec. 4

ANPA/ABA Task Force meeting
O'Hare Hyatt Regency, Chicago, Dec. 5.

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